

PRESS RELEASE

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The Eco-design charter to promote horticultural containers recycling is on course to hit its targets!

2 years ago, 8 European pot manufacturers (including 4 French companies) - BACHMANN PLANTEC AG, CEP, CHAPELU FRÈRES, DESCH PLANTPAK, MODIFORM, PÖPPELMANN, SOPARCO and TARPIN CHAVET - joined VALHOR, the French inter-branch organization for horticulture, floristry and landscaping, in committing to a **charter for the eco-design and recycling of plastic horticultural containers.**

To mark the 2nd anniversary of the charter's publication, its signatories have issued a positive new report, showing that 4 key commitments have been met or soon will be. This success reflects the active efforts being made by pot manufacturers, VALHOR and all stakeholders in the plant sector to promote the ecological transition within their activities.



Each year, hundreds of thousands of plants are sold in France. While essential for horticulturists and nurseries for the cultivation, transport and sale of these plants, most of the pots used today are made from plastic, meaning that solutions are required in order to pursue eco-design efforts and increase recycling rates.

Given this pressing need, and reflecting the French plant sector's desire to achieve sustainability, a charter of commitment was signed on 25 January 2023 by 8 pot manufacturers, alongside VALHOR. Its objective is to develop more responsible packaging solutions, in order to meet the expectations of plant industry professionals and consumers. *"The sector's ecological transition is one of VALHOR's key strategic pillars,"* explains Florent Moreau, President of the French inter-branch organization for horticulture, floristry and landscaping. *"This charter and the tangible results it is generating are the perfect illustration of this commitment."*

2 years later, the 8 signatories and VALHOR presented a positive report on the actions undertaken and the tangible results being achieved, notably in 3 key areas:

1 - Sortable and recyclable plastic containers

On the first commitment, the results are resolutely positive:

- Carbon black, a pigment which has anti-UV properties but which prevents pots from being detected by optical sorting equipment in French recycling centres, has been removed from the vast majority of pots. Substantial progress has been made, **with a level of reduction between 2022 and 2024 ranging from 30% - 100% of pots sold, depending on the manufacturer and product range in question.**
- Polystyrene (PS), which is mostly found in small pots and trays, has been removed by 2/3 of the plastic pot manufacturers who have signed the charter, and is on course to be removed by the remaining 1/3 of manufacturers. Pots with residual PS represented less than 5% of pots sold in France in 2024.

To go even further, VALHOR plans to pursue its communications on the sector's commitments with its Inter-branch members, who can in turn spread awareness among consumers.

2 - Maintaining 100% mono-material pottery, in order to guarantee recyclability

This key commitment has been met. **100% of manufacturers having signed the charter systematically integrate the use of a single plastic material in the production of their plant pots,** thereby making them easier to recycle.

3 - Minimum 75% recycled materials in the composition of plastic plant pots by 2030

The commitment made by pot manufacturers to achieve the objective set for 2030 has been particularly substantial. Today, **3/4 of signatories report that they have already achieved the objective of incorporating 75% recycled material into the plastic used to make plant containers.** Several manufacturers have gone even further, with the proportion sometimes exceeding 95%. These results demonstrate the exemplary achievements of the sector in France.

The VALHOR inter-branch organisation salutes the considerable progress made in the field of eco-design over this short 2-year period, both by professionals in the plant sector and by pot manufacturers.

VALHOR invites its members and partners to pursue their efforts to achieve 100% of the charter's objectives, in order to enable every plastic plant pot used to be recycled, and

in doing so to showcase the exemplary conduct of the French plant sector in terms of waste prevention and management.

Elsewhere, with regard to the search for improved ecological solutions (outlined in Article 1.6 of the charter), **at the end of 2024 the Inter-branch organization took action in partnership with the French government's "Agency for the Ecological Transition" (ADEME) to develop a simplified "first steps" initiative for plant pot eco-design.**

The goal of this project, supported by public authorities, is to provide plant sector professionals with a decision-making tool to assist them in choosing their horticultural containers. This tool, expected to be available toward the end of 2025, will enable users to choose between various pot materials (virgin plastic, recycled plastic, wood fibres, cardboard, green waste compost, etc.) based on their environmental impact (via the performance of life cycle analyses with critical review of plastic pots and alternatives), their technical quality and their economic cost.

ABOUT VALHOR:

VALHOR is officially recognised by French public authorities as the French Inter-branch Organization for Horticulture, Floristry and Landscaping. It represents 45,885 specialist businesses and 202,440 professionals, generating €15.3 billion in revenues. It is the umbrella body for 10 French professional organizations representing the production (VERDIR, Felcoop, UFS, CR), sales (FFAF, Jardineries & Animaleries de France, FGFP, Floralisa) and landscaping (Unep, FFP) sectors.

VALHOR's 5 missions are set out in a three-year action plan, resulting from an inter-branch financing agreement concluded by the 10 professional member organisations:

- Develop business potential, namely by certifying and labelling companies with regard to environmental protection
- Address plant health issues, improve product quality and service offering, in particular by championing innovation and research
- Improve knowledge of production and the market, to ensure supply is tailored to demand
- Promote plants, professional know-how and expertise, the wealth of jobs in the sector and their excellence, and attract new talent
- Foster and strengthen dialogue between professional organisations to advocate for the sector's interests

www.valhor.fr - #LeVegetalCestLaVie (Plantsforlife)

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