

# Press Release

Paris - Amsterdam, November 13, 2019

## RB partners with Veolia to drive a circular plastics economy

**Reckitt Benckiser (RB) and Veolia have today announced their partnership to drive the shift to a circular plastics economy. The partnership with Veolia is another step RB is taking to fulfil its pledge to make 100 percent of its plastic packaging recyclable and to contain at least 25 percent recycled content by 2025.**

Veolia and RB started working together two years ago to work on increasing the use of postconsumer recycled plastic in RB's packaging.



The first offering from the partnership is the new packaging for Finish Quantum. The packaging now contains 30% recycled plastic and is proudly grey in colour because RB has decided not to add masking pigments or additives to the packaging.

The companies will continue their collaboration on designing for recyclability and the maximization of post-consumer recycled content. To accelerate the circular plastics economy, a team of 20 experts from RB and Veolia are also working to develop enhanced collection systems, driving behaviour change to aid consumer sorting habits and improving recycling from households.

*“The partnership between Veolia and RB Hygiene Home brings together our complementary capabilities to drive a positive contribution to the circular economy. We have just started the journey by increasing recycled content and improving recyclability and are excited about the wider opportunities across our value chains”,* says **Fabrice Beaulieu, EVP Marketing, R&D and Sustainability for RB Hygiene Home.**

*“We are delighted to be collaborating with RB on this ongoing strategy to reduce their environmental footprint. We are working hand-in-hand with RB to develop packaging with greater recycled content and improved recyclability for the RB group’s consumers,”* says **Antoine Frérot, Chairman and CEO of Veolia.**

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**Veolia** group is the global leader in optimized resource management. With over 171,000 employees worldwide, the Group designs and provides water, waste and energy management solutions which contribute to the sustainable development of communities and industries. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and to replenish them.

In 2018, the Veolia group supplied 95 million people with drinking water and 63 million people with wastewater service, produced nearly 56 million megawatt hours of energy and converted 49 million metric tons of waste into new materials and energy. Veolia Environnement (*listed on Paris Euronext: VIE*) recorded consolidated revenue of €25.91 billion in 2018 (USD 30.6 billion). [www.veolia.com](http://www.veolia.com)

**RB\*** is a leading global health, hygiene and home company inspired by a vision of the world where people are healthier and live better. Its purpose is to make a difference by giving people innovative solutions for healthier lives and happier homes. Through its two business units, Health and Hygiene Home, RB has operations in over 60 countries and its products reach millions of people globally every day. Its trusted household brands include names such as Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite and Air Wick. RB's drive to achieve, passion to outperform and commitment to quality and scientific

excellence is manifested in the work of over 40,000 diverse, talented entrepreneurs worldwide. For more information visit [www.rb.com](http://www.rb.com)

\*RB is the trading name of the Reckitt Benckiser group of companies.

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