

ALPLA Group partners with Re-Purpose for sustainable packaging in Africa

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The ALPLA Group and Re-Purpose have announced a strategic partnership that will advance sustainable packaging solutions and strengthen the feedstock value chain of ALPLA's very first PET recycling facility in Africa.

ALPLA is investing 60 million euros in the construction of a state-of-the-art recycling plant in Ballito in the South African province of KwaZulu-Natal. Construction of the plant on the 90,000-square-metre site is well advanced. From the beginning of 2025, the plant is expected to produce over 35,000 tonnes of recycled PET (rPET) annually.

Durban-based Re-Purpose is one of the market leaders in the reverse logistics of post-consumer plastic waste through source-oriented collection programmes. With four material recovery facilities around KwaZulu-Natal, Re-Purpose is developing and empowering local communities and buy-back centres to collect and divert a significant volume of plastic waste. The model is also creating hundreds of jobs and income for previously disadvantaged people.

The partnership combines the recycling expertise of ALPLA and the innovative reverse logistics of Re-Purpose. By joining forces, the two companies aim to develop innovative solutions and promote the circular economy. At the same time, a large number of jobs will be created in KwaZulu-Natal, neighbouring provinces and potentially throughout the country.