

## Press Release

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### **Miraclon joins Consortium for Waste Circularity**

*Collaboration to expand sustainability impact across packaging industry*

[Miraclon](#) has joined the [Consortium for Waste Circularity](#) (CWC) - the printing and packaging industry authority on circularity of all waste - as part of its ongoing environmental, social and governance (ESG) agenda. Dr John Anderson, Director of Advanced Application Development for Miraclon, will serve an active role within the CWC, which aims to expand industry collaboration and grow the full potential of recycling technology.

“When looking at how Miraclon can impact sustainability, we take a holistic approach that extends beyond a lifecycle analysis of our products and related manufacturing processes to the impact that our technology and services can have on the complete packaging printing value chain,” said Emma Weston, Chief Marketing Officer, Miraclon. “We are focused on understanding the big, material impacts and challenging how we can make a difference. As a member of CWC, we can push this even further.”

The Consortium for Waste Circularity is made up of brands, printers, material and equipment manufacturers and insurance companies. These members are collectively driving the transformation of waste management so that all municipal solid waste that winds up in landfills is dealt with and returned to virgin materials or fuel that can be used again. They also make contributions to R&D, outreach, and education to advance recycling efforts.

“The CWC has identified proven technology for waste recycling, keeping it from landfill, and I’m excited to contribute to the continued development of what’s possible,” adds Dr John Anderson. “Miraclon is committed to supporting the global packaging value chain and helping brands, printers and trade shops achieve their sustainability goals.”



Michael Ferrari, President, CWC, concludes: “Miraclon’s sponsorship brings extended knowledge about packaging development and flexo printing to the table enabling CWC to expand opportunities with our technology. Flexographic printing and the plates used to print on sustainable substrates will continue to play an important role in the ongoing development of more sustainable packaging.”

ENDS

#### **About Miraclon**

Miraclon is the home of FLEXCEL Solutions, which have helped transform flexographic printing for more than a decade. The technology, including the industry-leading FLEXCEL NX and FLEXCEL NX Ultra Systems, and FLEXCEL NX Print Suite that enables PureFlexo™ Printing and UV Choice Printing, maximizes on-press efficiency, delivers higher quality and overall best-in-class results. With a focus on pioneering image science, innovation, and collaboration with industry partners and customers, Miraclon is committed to the future of flexo and continues to be positioned to lead the charge. Find out more at [www.miraclon.com](http://www.miraclon.com), and follow us on [LinkedIn](#) and [YouTube](#).

#### **About CWC**

The Consortium for Waste Circularity is driven by purpose. Members are using their voice to transform the processing of ALL waste, not just plastics, in the creation of a circular sustainable economy. We envision a world where molecules derived from nature’s precious resources can be used and reused in an endless loop of circularity. CWC aims to align industry to follow a science-based solution that converts all waste eco-methanol for the production of virgin plastic products and packaging materials. This puts an end to the practice of landfills and incinerators. Learn more at <https://waste-circularity.org/> and follow us on [LinkedIn](#).