

**RE**'''

**Reduce**

**Reuse**

**Recycle**

***Media Kit 2020***

*Dear Readers,*

**RE<sup>3</sup>** deals with the entire **circular economy**. Besides the recycling of products, the main focus of the circular economy is on the beginning of the **product life cycle**.

Whether you are a technician, chemist or administrative staff, **RE<sup>3</sup>** provides you with information, stories and solutions from your industry. A critical review of the current discussion is also necessary within the industry. „Sugarcoating“ and „green washing“ are out of place in **RE<sup>3</sup>**. The focus is on a future-oriented and responsible handling of the **VALUABLE RESOURCE\*** „plastics“.

The focus is on the **solutions** developed by the industry – new products, technical innovations and information about companies that provide systemic solutions. In addition, we cover definitions of terms, academic research results, pro-contra comparisons, business news, and articles about people in industry and associations. Information that is interesting for you as an employee, service provider, manufacturer, customer and also as a consumer.

We are all consumers and representatives of the plastics industry.

**Join us on the journey of plastics from a disposable product to a recyclable and valuable material!**

***Let us shape our future responsibly together – with curiosity, imagination, know-how, courage and most of all with heart.***

Kind regards



Indira Gupta

\* WERTSTOFF = German word for recyclable and valuable material.

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Druckstudio GmbH,  
Prof.-Oehler-Straße 10,  
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## CONTACT

### Editorial staff

Indira E. Gupta (IG)  
Dr. Isabella Kappner (IK)  
Dr. Christine Rüdiger (CR)

### Advertisements

Julian Bäumer  
Max Godenrath

[content@re3.today](mailto:content@re3.today)

[marketing@re3.today](mailto:marketing@re3.today)



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