



GYPSUM TO GYPSUM

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**PRESS RELEASE: Launch of the GtoG Movie - GtoG (from Gypsum to Gypsum)
The perfect loop, the path to a circular economy: a European collaborative project between the recycling industry, the demolition sector and the gypsum industry - LIFE ENV/BE/001039**

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The GtoG project (The perfect loop-the path to a circular economy: a European collaborative approach between the recycling industry, the demolition sector and the Gypsum Industry) has developed a movie which presents in detail the projects objectives and results.

Gypsum products such as plasterboards and blocks can be counted among the very few construction materials where "**closed-loop**" **recycling** is possible. The recycling process separates gypsum from paper. Both materials return in their original products. The overall aim of GtoG is, thus, to transform the gypsum demolition waste market to achieve higher recycling rates of gypsum waste, thereby helping to achieve a resource efficient economy.

The creation of the movie enables the audience to get an essential insight on the project developments and is part of the Consortium on-going willingness to enhance the quality and availability of information to all the industry professionals and to all the stakeholders. The movie includes the contributions from professionals covering not only the entire gypsum supply chain (demolition, recycling and production) but also the full range of organisations represented in this ambitious project (universities, consulting agencies, and demolition, recycling and manufacturing companies).

The GtoG is a Life+ project co-financed by the European Commission, DG Environment. It covers the duration of three years, starting from January 2013 and ending on December 2015. Website: <http://gypsumtogypsum.org/>.

To see the movie, please click on the following link:

GTOG trailer

<http://youtu.be/FyK4f8eTB1A>

GTOG Documentary

http://youtu.be/AbR1Uqy_B2k

Send us your feedback by posting a comment through the contact page!

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