

challenge » solution

Solutions for packaging reduction—recycled content

product description

- » Thermoformed trays & inserts for packaging consumer products
- » Package consists of a thermoformed insert that is inserted into a secondary package
- » Weight of plastic in 5 million units is 820,000 lbs (373 tons)

challenge

- » Provide a thermoformable packaging material that contains a minimum of 25% post-consumer recycled content
- » Reduce the amount of packaging waste going to landfill
- » Minimize the amount of natural resources needed to produce the package

solution

- » Utilize Pentaform® SmartCycle® HDPE thermoforming film
- » Replace traditional packaging film with Pentaform® SmartCycle® S225 HDPE film processed with raw materials guaranteed to contain a minimum of 25% post-consumer recycled HDPE bottles from milk, water, and juice
- » Incorporate the distinctive Pentaform® SmartCycle® package logo into the package graphics to help build consumer awareness of recycling & sustainability
- » Provide third party verification of post-consumer recycled content for compliance with regional packaging regulations

results

- » Incorporates 25% post-consumer recycled content, reducing the use of virgin plastic
- » Diverts 93 tons of plastic or the equivalent of 1.5 million HDPE milk bottles from the landfill each year
- » Saves 854 barrels of oil per year compared to the same package made entirely of virgin plastic
- » Drops greenhouse gas emissions by 22% over virgin plastic
- » Saves enough energy to power 47 single family homes for a year (5,225 GJ)
- » Provides yield advantage for further material weight reduction versus alternate polymers
- » Generates consumer awareness of the value of recycling their used plastic bottles

Results based on 5 million units sold per year



sources:

Sustainable Packaging Coalition, 2009.
Environmental Technical Briefs of Common Packaging Materials—Polymers

Energy Information Administration, 2005
Residential Energy Consumption Survey.
http://www.eia.doe.gov/emeu/recs/recs2005/hc2005_tables/hc3demographics/pdf/tablehc2.3.pdf