

challenge » solution

Solutions for packaging reduction—recycled content

product description

- » Radius Toothbrush
- » Sales Unit = 1 toothbrush
- » Package consists of thermoformed blister sealed to paper cardstock
- » Weight of plastic in 5 million units is 72,000 lbs (32.6 tons)

challenge

- » Protect the toothbrush & maintain hygienic environment
- » Provide high product visibility for customers
- » Maximize the use of recycled materials

solution

- » Utilize Pentaform® SmartCycle® thermoforming film
- » Apply lightweight blister format to minimize total material weight
- » Replace traditional APET forming film with Pentaform® SmartCycle® S150 PET film processed with renewable energy & guaranteed to contain a minimum of 50% post-consumer recycled content from PET soda & water bottles
- » Incorporate the distinctive Pentaform® SmartCycle® package logo into the package graphics to build consumer awareness of recycling & sustainability

results

- » Incorporates 50% post-consumer recycled content in the plastic blister
- » Diverts approximately 648,000 16-oz PET bottles (16 tons) from the landfill each year; the bottles are recycled in our kp owned and operated bottle recycling facility
- » Processed with renewable energy
- » Saves 72 barrels of oil versus virgin plastic
- » Drops greenhouse gas emissions by 17% over virgin plastic
- » Conserves enough water for 11 people to shower daily for a year (154,200 gallons per year)
- » Generates consumer awareness of the value of recycling their used plastic bottles

Results based on 5 million units sold per year



sources:

Franklin Associates. *Partial life cycle environmental profiles for nine plastic products.* July 2007

Environmental Protection Agency Calculations and References. <http://www.epa.gov/cleanenergy/energy-resources/refs.html>