

challenge » solution

Solutions for recycled content

product description

- » Men's shaving razor
- » Sales Unit = 1 razor with 2 cartridges
- » Package is an RF sealable clamshell
- » Weight of plastic in 12 million units is 503,712 lbs (228 tons)

challenge

- » Design pilfer resistant, polyester-based packaging for razors
- » Provide high product visibility for customers
- » Incorporate post-consumer recycled content
- » Minimize packaging waste to landfill

solution

- » Utilize SmartCycle® RF sealable PET thermoforming film
- » Replace traditional RF sealable APET film with SmartCycle® S135R RF sealable PET film guaranteed to contain a minimum of 35% recycled content from post-consumer PET soda & water bottles
- » Make the distinctive SmartCycle® package logo available for on-package graphics to help build consumer awareness of recycling and sustainability

results

- » Incorporates 35% post-consumer recycled content from beverage bottles
- » Diverts 3.2 million 16-oz PET bottles (80 tons) from the landfill each year
- » Processed with renewable energy
- » Saves 502 barrels of oil versus the same package made from 100% virgin material
- » Reduces greenhouse gas emissions relative to prime APET packaging by 17%
- » Saves enough energy to power 69 single family homes per year (3,181 GJ)
- » Saves enough water for 79 people to shower daily for a year (1.1 million gallons per year)
- » Helps generate consumer awareness of the value of recycling their used plastic bottles

Results based on 12 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>