



# klöckner pentaplast

## press release

### kp Elite® unlocks fully closed loop packaging system for fresh protein market

In a notable leap forward for sustainability-driven packaging design in the European fresh protein market, Klöckner Pentaplast (kp) has relaunched kp Elite®, the company's boundary-breaking modified atmosphere MAP tray, manufactured from 100% recycled PET (rPET), to create a fully closed loop packaging system for the industry.

Forming the core of the new offering, kp Elite® is the only fully recyclable, lightweight, modified atmosphere mono-material packaging tray to be certified 100% recyclable\* by cross-industry initiative RecyClass. kp Elite® seamlessly integrates into existing PET recycling systems, setting a new standard for end-to-end circularity in protein packaging.

Marking exciting new potential for protein sector sustainability, kp Elite® can be combined with the innovative kp Zapora® padless tray and certified recyclable kp FlexiLid® EH 145 R barrier lidding film, creating a fully recyclable, case-ready MAP solution from one supplier.

Cecilia Guardado, Marketing Director, Trays, at kp, commented: "By communicating kp Elite®'s closed loop credentials, we're aiming to drive the fresh protein market further than ever before. Packaging circularity is one of the biggest challenges in the protein market, but when combined with our kp Tray2Tray® initiative, kp Elite® takes a vital step forward in reducing waste and promoting a more resource-efficient protein packaging ecosystem.

"Part of our kp 'Investing in Better' sustainability strategy is that we want to make 100% of our packaging solutions recyclable by the end of 2025, and kp Elite® is another crucial step in achieving that. Plus, with our kp Zapora® padless tray technology, we're able to enhance the consumer experience. We're ticking a lot of boxes at once. We've listened to both our customers and the consumer, to create a solution that can do it all."

Bringing efficiency to the processing and packing sector, kp Elite® MAP is designed to seal through contamination, reducing the need for rework and repacking and requiring a lower sealing time and temperature. The resulting hermetic seal also minimises leaks. For retailers and consumers, kp Elite® offers a peelable seal, exceptional clarity, and extended shelf life to enhance product appeal.

"We're on a mission to prove that sustainability and performance can coexist without compromise," Cecilia continues. "Combined with kp Zapora® and kp Tray2Tray®, kp Elite® is a clear example of our commitment to efficiency, performance, and sustainability, particularly in light of the upcoming Plastics Packaging Waste Regulations, which mandate the use of post-consumer recydate (PCR) in packaging. There are huge benefits, not just for producers, packers and distributors, but also for consumers who value its ease of use and clarity."

"We work to an ethos of 'Packaging with integrity', and our values are made clear through everything we do. kp Elite® is a prime example of this in action; while the industry uses higher PCR or virgin material based on cost, we commit to using 100% PCR where possible – and communicating this on-pack. With this relaunch, we are challenging the conventional choice of Polypropylene (PP) trays for protein packaging and showing a better way forward. We are paving the way for a future where rPET-based kp Elite® leads the industry in sustainable, high-performance packaging."

To learn more about kp Elite®, the complementary technologies available and the comprehensive kp range of packaging solutions, please visit <https://bit.ly/49vgHLS>.

\*Any changes in design, print, used materials, and the effect of product content or residue, might change the outcome of the recyclability of a final packaging.

ENDS

Notes to editors:

#### About Klöckner Pentaplast

Focused on delivering its vision: **The Sustainable Protection of Everyday Needs**, kp is a global leader in rigid and flexible packaging and specialty film solutions, serving the pharmaceutical, medical device and protein markets, amongst others. With a broad and innovative portfolio of packaging and product films and services, kp plays an integral role in the customer value chain by safeguarding product integrity, product brand reputation and improving sustainability. kp's **"Investing in Better"** sustainability strategy solidifies its commitment to achieving ten clear targets for long-term improvement. kp has earned a gold rating from EcoVadis, the leading platform for environmental, social and ethical performance ratings, putting kp in the top 3% of companies rated in the manufacturing of plastics products sector. Founded in 1965 kp has 30 plants in 18 countries and employs over 5,600 people committed to serving customers worldwide in over 60 locations.

#### Media Contacts:

Karen Quirchove  
Marketing Communications Director, Food Packaging  
[food.packaging@kpfilms.com](mailto:food.packaging@kpfilms.com)  
+33 (0)7 84 03 04 40

Hilary Barnes  
Group Director, Global Communications  
[kpinfo@kpfilms.com](mailto:kpinfo@kpfilms.com)  
+44 (0) 7393 249 967