



Press Release

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kp launches market-first 100% rPET tray from kp Tray2Tray®



Marking a significant food packaging industry milestone, Klöckner Pentaplast (kp) has launched the first food packaging trays comprising **100%** recycled PET (rPET) deriving exclusively from trays.

Until now, food packaging trays have been manufactured using ever increasing proportions of recovered PET material; however, the newly launched kp tray is the first to be composed entirely of recycled tray material. This milestone is the direct result of the kp's Tray2Tray® initiative, which aims to rewrite the PET recycling rules.

"As a bold innovator, we are thrilled to introduce the first-ever 100% rPET tray to the market." said Thomas Kure Jakobsen, President, Food Packaging at kp.

"This achievement is a major breakthrough in the packaging industry, and perfectly demonstrates what is possible with the right combination of expertise and technology. Most rPET in the material loop comes from plastic bottles, of which just 30% goes into food packaging trays, and most of this does not end up being recovered. As a result, countless tonnes of rPET tray material are wasted each year.

"kp Tray2Tray® challenges this by creating a robust closed loop system of PET flake from trays. We work with suppliers to create a separate supply stream of recycled PET from trays, which can be used to create more of the same, rather than being downcycled."

Thanks to this breakthrough, kp customers can access a fully circular tray solution for food packaging. The kp supply chain is RecyClass certified, ensuring the safety, quality and traceability of its PCR packaging solutions. The new 100% kp Tray2Tray® packaging is ideal for businesses looking to control costs pertaining to eco taxes and plastic tax legislation, as well as those looking to advance their ESG strategies.

Thomas Kure Jakobsen added: “We’re not just looking to move the needle on plastic tray sustainability; we’re aiming to begin the next era. One of the biggest advantages of partnering with kp and using kp Tray2Tray® content is that it’s a perfect ‘drop in’ solution, so switching over is easy, and packaging performance isn’t compromised. Our 100% kp Tray2Tray® packaging is a real, workable tray that offers a glimpse into the future of tray packaging circularity.”

Addressing rising consumer calls for more sustainable packaging solutions, kp remains committed to pushing the boundaries of sustainability. The launch of a 100% rPET tray underscores the company’s *‘packaging with integrity’* ethos, and its mission to create a more sustainable packaging industry without compromising quality or safety.

To learn more about kp Tray2Tray® click [here](#).

ENDS

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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
+33 (0)7 84 03 04 40

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

For more information visit <https://www.kpfilms.com/en/food-packaging/>