Press Release

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kp launches 100% Tray2Tray® market-first pilot in the UK in partnership with Tesco and Hilton Foods

Klöckner Pentaplast (kp), a global leader in rigid and flexible packaging and specialty film solutions, is launching an exciting UK market-first venture with Tesco and Hilton Foods to pilot the first-ever 100% recycled PET (rPET) food trays made from recovered tray material through its kp Tray2Tray® initiative.

Marking a significant leap forward in the journey towards full circularity in food packaging, the pilot will see Tesco's Finest minced beef product packed in the 100% rPET kp Tray2Tray®, and sealed with kp FlexiLid®, a high-performance barrier film containing 30% recycled PCR content.

"While this is a pilot, it's clearly a massive step forward for the packaging circular economy," said Rebecca Harris, Global Account Director at kp. "We launched our kp Tray2Tray® initiative because valuable food-safe tray material enters the recycling loop, but all too often the rPET material is downcycled to other product applications. Until something changes and demand is boosted, the required collection, sorting and recycling at scale will not be sufficient. So, what we're doing here has real significance.

"The pilot is a dream match. At kp, we're innovative designers of food packaging solutions driven by our ambitious Investing in Better sustainability strategy; Hilton Foods,
focused on its Sustainable Protein Plan, creates and produces high quality packaged food, and Tesco has built sustainability into its purpose, strategy and business plans. kp made a splash when we launched our first trays with 100% kp Tray2Tray® rPET from trays in the UK, and this real-world trial is the perfect opportunity to show what our experienced technical team has accomplished."

The kp Tray2Tray® initiative was developed to create a stronger circular economy in food packaging trays. With an estimated one million tonnes of PET trays produced annually in the EU, only 5% are currently recycled back into food-grade trays. kp's solution has the potential to significantly increase this percentage by creating a dedicated supply stream of recycled PET from trays, ensuring these materials are reused efficiently.

In addition to pioneering the first 100% rPET tray derived solely from trays, kp's production site in Pravia, Spain recently became the very first food company to have obtained the brand-new closed loop module within the RecyClass Traceability Certification. This certification ensures the safety, quality, and origin of the rPET used in the trays.
Andrea Jex, Procurement Director at Hilton Foods added: "This achievement exemplifies the power of collaboration with our customers and suppliers to deliver market-leading innovation to the shelves. Through these strong, long-standing partnerships, we remain dedicated to creating cutting-edge solutions that align with the goals of our Sustainable Protein Plan and

our customers ambitions, whilst upholding the highest standards of quality and product shelf life for their consumers.”

James Bull, Head of Packaging and Food Waste at Tesco, added: "We are determined to close the loop on our packaging – for it to be fully recyclable and contain recycled content wherever possible. We remain committed to reducing our environmental impact, and helping our customers to do the same, as we work together to protect our planet."

Rebecca concluded: "It’s not just about being first, it’s about setting a precedent. What we want to show in this proof-of-concept pilot is how our kp Tray2Tray® made from 100% rPET tray flake is a perfect 'drop-in' solution for retailers and packers. Switching incumbent packaging to more sustainable alternatives should be simple, so we’re showcasing the ease of transition without compromise. And, by doing that, we’re offering a glimpse into the future of food tray packaging circularity."

For more information on kp Tray2Tray® click here

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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, food, beverage and card 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, assuring safety and consumer health, improving sustainability, and protecting brand reputation. kp's "Investing in Better" sustainability strategy solidifies its commitment to achieving ten clear targets for long-term improvement by increasing the recycling and recyclability of products, cutting carbon emissions and continuous improvement in employee engagement, safety, and diversity, equity and inclusion.
For four consecutive years, kp has held a gold rating from EcoVadis, the leading platform for environmental, social and ethical performance ratings. This ranks kp in the top 1% of companies rated in the manufacturing of plastics products sector.
Founded in 1965, kp has 30 plants in 18 countries and employs some 5,500 people committed to serving customers worldwide in over 60 locations. kp is proud to be celebrating its 60th anniversary in 2025.

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