klöckner pentaplast

press release

kp Elite® Nova wins two RECOUP awards for recyclability and recycled content

Klöckner Pentaplast (kp) has won two RECOUP Awards for kp Elite® Nova, its patented, lightweight mono PET tray designed to help food producers reduce material use, increase recycled content and improve recyclability without compromising performance.

Recognised in the **Recycled Plastic Product of the Year** and **Best Plastic Product Development for Recyclability or Re-Use** categories, kp Elite® Nova was developed to address a key challenge facing the food packaging industry: how to improve recyclability and reduce material consumption while maintaining the performance requirements of modified atmosphere packaging (MAP) applications. The result is a high-performance mono PET tray that combines lightweight design, the potential for high levels of recycled content and compatibility with existing PET recycling infrastructure.

Presented on 30 September, the RECOUP Awards celebrate innovation and best practice in plastics resource efficiency, recycling and sustainability.

Cecilia Guardado, Marketing & Innovation Director Trays, at kp said:
"We're delighted that kp Elite® Nova has been recognised by RECOUP. These awards reflect the work of our teams to develop packaging solutions that help customers meet their sustainability objectives while maintaining the performance standards for modern food packaging applications."

"The development of kp Elite® Nova focused on a clear challenge: reducing material use, increasing recycled content and improving recyclability without compromise. By combining advanced engineering with a mono PET design, we've created a solution that supports more circular material flows and helps customers respond to evolving regulatory requirements and sustainability goals."

kp Elite® Nova can contain up to 100% post-consumer recycled PET and has been independently endorsed by Petcore's Tray Circularity Evaluation Platform (TCEP) for compatibility with existing PET tray recycling systems. The tray is approximately 10% lighter than comparable MAP trays, helping customers reduce material consumption while maintaining seal integrity, rigidity and shelf-life performance for chilled and frozen food applications.

The recognition reinforces kp's commitment to advancing circularity through the use of post-consumer recycled content and packaging designed for recyclability, helping customers meet evolving regulatory requirements and supporting their Extended Producer Responsibility (EPR) objectives.

To learn more about kp Elite® Nova and kp's portfolio of packaging solutions for the fresh and prepared food sectors, visit [website].

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 five 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 27 plants in 16 countries and employs c.5,000 people committed to serving customers worldwide. kp is proud to have celebrated its 60th anniversary in 2025.

For more information visit: www.kpfilms.com

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