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Making consumption
convenient for
consumers

Self-raising the
bakery game

Extrupet
announces
major
expansion of
PhoenixPET

PHOENIX **PET**

a new way



Extrupet soars even higher

South Africa's biggest PET recycling company is redefining the packaging industry, especially in the mineral water and carbonated soft drinks (CSD) markets.

Extrupet was founded in 2005 to spearhead the recycling of post-consumer PET bottles, which it has done in leaps and bounds. Now, it's reached a further milestone by introducing a new grade of PhoenixPET, and expanding its existing bottle-to-bottle plant, to cater for the carbonated soft drinks and mineral water market.

The company's major transition will begin by commissioning new machinery, specially engineered to fulfil the expectations and standards needed for the carbonated soft drinks and mineral water market. The state-of-the-art equipment comes from a large European brand with

a proven track record, and the new facility will be ready in November to supply an additional 14 000 tons per annum to the PET packaging industry.

Extrupet is the largest and most advanced recycler of PET bottle material on the African continent

Brand owners, including the company's current clients such as Woolworths, Unilever, Pick n Pay and Clover, will be able to increase the recycled PET content in their packaging to contain even higher percentages of rPET.

New end use markets can avail themselves of the new grades of polymer, including the carbonated soft drinks and bottled water sectors. The launch of its award-winning rPET resin will follow in Q4 2014. The new PhoenixPET range will offer converters of carbonated soft drinks and those of the mineral water market the same Intrinsic Viscosity of 0.82 offered by Virgin Polymer.

PhoenixPET's new product range is a step in the right direction for the





Chandru Wadhvani

company, as Extrupet aims to see a minimum percentage of PhoenixPET being used in all PET packaging within the food and beverage industry. The premium quality resin is certified by the US Food and Drug Administration (FDA) and also the European Union (EU) as the recommended choice for 'food grade' packaging.

Again and again

This is yet another milestone for the British Retail Consortium (BRC) accredited company within the recycling industry. An earlier notable achievement includes being a two-time South African Plastic Recycler's Organisation (SAPRO) award winner – in 2011, for the Woolworths juice bottle; and again in 2013, for its contribution to Unilever's Sunlight dishwashing bottle that contains 50 per cent PhoenixPET.

'We'd like to assure all brand owners within the food, beverage and PET packaging market that we have the capability to provide the quality assurance to meet the growing local and regional demand in the bottle blowing and thermoforming industry for environmentally friendly, recycled raw

material,' pledges Extrupet's joint MD Chandru Wadhvani. 'We want PhoenixPET to be viewed as a bench-mark for other packaging mediums on what's achievable when aspiring to achieve a cradle-to-cradle solution for sustainable packaging.'

An African first

Extrupet is the largest and most advanced recycler of PET bottle material on the African continent, and South Africa's first modern recycling operation dedicated to the recycling of rPET bottles. It specialises in reclaiming and converting waste PET bottles into high quality recycled PET raw material that can be used to produce fibre, food grade, non-food grade and strapping grade material.

Located in Wadeville, Gauteng, the company's manufacturing plant is audited and approved according to ISO 9001:2008 standards. 'This means that we provide our customers with the highest quality products, which makes us a market leader in the plastics recycling industry,' comments Wadhvani.

Explaining its strategy to focus on recycling PET bottles recovered from landfill sites, he states that there was a clear

indication back in 2000 that discarded PET bottles and containers were becoming an environmental problem, and something urgently needed to be done. 'The industry recognised that the problem would inevitably worsen if left unchecked. Thus, we were approached to develop a strategy for the collection, processing and recycling of post-consumer PET from the waste streams,' says Wadhvani. 'Within a year, we'd established a recycling plant utilising world-class PET recycling technology and principles. We'd also established a network of collectors to scour the landscape for discarded PET containers, returning them to collection points where they received compensation for their efforts. In this way, the birth of Extrupet also signalled the birth of a thriving recycling economy.'

Recycling from A to Z

The process commences by receiving pre-sorted bottles in bale form, with each bale weighing around 250kg. The fully integrated debaling, bottle prewash, autosort and grinding system was designed and installed by Sorema Plastic Recycling System of Italy.

The company's use of NIR (near infrared) autosort technology is the first of its kind in Africa. Plastic bottles are automatically sorted by polymer types as well as by colour. 'This has enabled us to drastically improve the quality of our end product while simultaneously allowing for an increased volume of bottles to be processed,' adds Wadhvani.

PET flakes from the grinder are pneumatically transported to a custom-designed washplant, purpose built in Europe for Extrupet's specific requirements. A sophisticated wash system is used to wash the flakes to improve their purity prior to extrusion. Three extruders, two of which were manufactured by Erema in Austria, produce the current optimal output. A sophisticated automatic backflush filtration system is also employed to ensure high quality levels on the end product.

Extrupet has an in-house laboratory that's capable of numerous criteria, such as ppm, IV and colour levels, to ensure complete compliance with its customer requirements. □



Extrupet – www.extrupet.com;
www.phoenixpet.co.za