

SA PLASTICS
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QUESTIONS

Best Recycled Product competition draws wide field of excellent entries



DESIGN FOR RECYCLING

The second 'Best Recycled Product' competition presented by the SA Plastics Recyclers Organisation (SAPRO) attracted a greater number of entries from a wider field than last year, presenting the judges with significant dilemmas.

Criteria considered by the judges included:

- Life expectancy of product
- Sustainability of product, i.e. long-term demand and market acceptance for product (will it still sell in 5 years' time?)
- Tonnage (potential tonnages) converted
- Replacement of alternative materials
- Technical achievements in manufacturing excellence to overcome recycled material challenges
- Measures taken to ensure product consistency and customer satisfaction despite recycled material content

Aim of competition is to get brand owners and industrial designers to consider recycled plastics as a material of choice

SAPRO chairman Douglas Greig said the aim of the competition was to "acknowledge products that are made from post-consumer recycled materials and encourage brand owners and industrial designers to consider recycled plastics as a material of choice".

The competition formed part of Clean-Up South Africa month, an initiative of PlasticsSA that encourages South Africans to clean-up and recycle in their communities, in their schools and where they work.

To encourage even greater participation and entries by local converters and innovators, this year's competition had three distinct product categories: Product made from 100% recycled; product containing a certain percentage post-consumer recycled content; and product made from a mixture of post-consumer recycled materials.

"We were thrilled with both the quality and quantity of the entries we received this year, proving that the plastics recycling industry is growing in size, sophistication and value," Greig added.

GOLD AWARD

OVERALL WINNER

Woolworths 1,5 litre juice bottle moulded by Polypet
Category 2: Percentage recycled mixed with virgin

The evening clearly belonged to Polypet who was awarded the Gold Award in the 'Percentage recycled mixed with virgin' category and judged the overall winner of the PACSA Trophy for The Best Recycled Product 2011 for its 1,5-litre moulded bottle manufactured for Woolworths which impressed the judges with its recycled contents and consumer acceptance.

The 1,5-litre juice bottle is produced by Polypet using 25% post-consumer recycled PET (rPET) and is the outcome of a collaborative initiative that was started over 6 years ago with the establishment of PETCO through industry collaboration coupled with ongoing support, promotion and demand from Woolworths.

Recycled materials for the bottles were supplied by Extrupet, the first recycler in the world to have received international accreditation by the Bureau Veritas Certification (BVC) for their recycling process for flakes to rPET for use in food packaging.

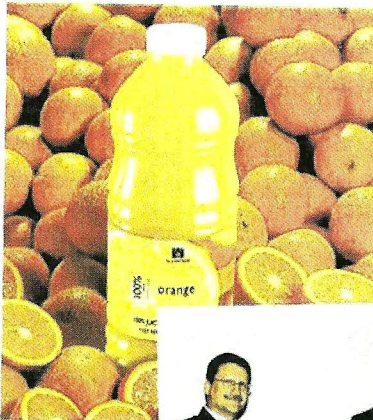
"This bottle is an excellent example

of how major retailers can influence an industry when they make a commitment towards environmental responsibility and sustainability," adds Cheri Scholtz, chairman of Plastic SA's Sustainability Council and CEO of Petco. "In 2010 alone 99 400 tons of PET was used in beverage bottles."

Greig said that Woolworths had embarked a few years ago on their 'Good Business Journey', and making use of recycled plastic in their food packaging was a major vote of confidence in the safety and quality of products manufactured in the South African recycling industry.

"In our opinion, this year's winner represents a significant step in the right direction with regards to the reduction of packaging waste material and providing additional economic benefits to society and the economy as a whole."

www.polypet.co.za



rPET – The 1,5-litre bottle entered by Polypet – now being used by Woolworths to package fruit juices – contains a percentage of rPET, marking the first time (officially in South Africa) that food grade packaging has contained recycled material.



Plastics SA Executive Chairman Anton Hanekom presents Rowan le Roux (Polyoak Packaging) with the overall award. Rowan is flanked by Chandru Wadhvani from Extrupet.

