

SAPRO applauds recycled content

SAPRO (South African Plastics Recyclers Organisation), supported by Plastics|SA and PACSA (Packaging Council of South Africa), recently announced the winning products in this year's Best Recycled Product competition.

All made from recycled plastics, brands with different applications were entered into the competition, each reflecting wide market acceptance and consumer approval.



▲ Woolworths' Earth Friendly cleaning range, with 30% recycled content, received a Silver award in the same category.

▶▶ Unilever SA's Sunlight Dishwashing Liquid bottle scooped Gold in the percentage post-consumer recycled content category at this year's SAPRO Best Recycled Product competition.

Taking top honours this year in the percentage post-consumer recycled content category was Unilever SA, with its Sunlight Dishwashing Liquid bottle. Produced by Nampak Petpak, it includes 50% recycled PhoenixPET supplied by Extrupet.

Other notable packaging winners in the same category, receiving Silver awards, were Unilever SA's Organics recycled range, developed using 25% recycled content, and Woolworths' Earth Friendly cleaning range, with 30% recycled content.

'One limitation to introducing recycled bottles is customer perception, because consumers are used to buying products in what they believe to be perfect bottles,' remarks Douglas Greig, chairman of SAPRO, who hosted the gala dinner and awards ceremony in Pretoria.

'Brands such as Sunlight have a great heritage and are often seen to lead the way. If the major brands are proactive in adjusting their packaging to create a better environment, consumers often view this as a very positive step, because they have the market impact and volumes to make a difference,' continues Douglas. 'Additionally, major brands have the financial muscle to influence and educate suppliers, retailers and consumers alike and there's a positive knock-on effect down the supply chain and into the home.'



Receiving the Gold Award from SAPRO chairman, Douglas Greig, is Unilever packaging technologist, Youghesnie Appalsamy.