

PRESSEMITTEILUNG

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Platina and Green Maple Leaf lamitubes from Essel Propack , to Strive the Vision ‘Every Single Tube Made by Essel is Recyclable’

First of a Kind Break through innovation, Essel Propack Innovates Platina and Green Maple Leaf Lamitube’s for Oral Care, Beauty & Cosmetics, Pharmaceuticals along with other OTC Brands , that enables Tube Packaging to be Recyclable in the HDPE stream, Certified by the Association of Plastic Recyclers(APR),USA.

HDPE Recyclable Certified Platina & Green Maple Leaf Lamitube will strive the vision of ‘Every single tube made by Essel is recyclable’

Mumbai, 30. Oktober 2019: Mumbai, 30th Oct 2019: Essel Propack Ltd, an Indian multi-national company in the business of manufacturing laminated plastic tubes, today announced a major breakthrough Innovation of Recyclable tubes. Essel Propack’s Platina and Green Maple Leaf(GML®) Lamitubes for Oral Care, Beauty & Cosmetics, Pharmaceuticals along with other OTC Brands, that enables tube Packaging to be recyclable which is a major step forward in its commitment to improve sustainability . These two unique innovations have been Certified by the APR, USA , which enables tubes to be recycled in the HDPE stream.

This is a first of a Kind breakthrough in the tube packaging market, essentially for brands looking to convert to sustainable packaging formats which are recyclable.

The R&D team based out of Essel’s focused innovation facility in Maharashtra, India worked extensively on the several design and layer options to arrive at the HDPE recyclable structure .The Unique Innovation task given to the team was very complex in nature ,where primarily the usability of the tube is to remain intact ,along with maintaining the product freshness till the shelf life committed on the product and also meet the quality & technical machinability requirements for the different generation of production lines .Platina & GML has received all necessary approvals and certified by the Association of Plastic Recyclers (APR), USA meeting the set guidelines of APR . Platina & GML will be offered in a HDPE base which falls under the Code-2 plastic used across the globe for shampoo bottles etc, this will enable the tube to be solid ,with all required barrier properties, sturdy and also have a definitive bounce back retaining shape of the tube till end use . This innovation comes at a point where consumer product marketers are looking for recyclable solutions and major brands have committed to convert to recyclable format by 2022 as well as by 2025. Essel as a responsible Tube supplier to Global Consumer Brands will proactively offer this innovation to the Partners so as to enable them to achieve their sustainability commitment but also help the environment , we live .

On the occasion of this milestone Essel Propack’s Business Leadership Team mentioned “We are extremely delighted, as this will open the doors for many such innovations in the near future and we will proactively reach out every customer to convert to this packaging format. We will work with

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each and every customer to offer them the technical expertise and increase the economy of scale to make this an easy adapting solution for every brand . This will enable Essel Propack to globally participate with customers and help them to achieve their sustainability commitments.”

Following this development, Essel will be working closely with partners to streamline the value chain of the tube usages and disposal of the same along with the reusability of its contents in different product streams. The company will extensively promote this to Partners, work with different municipalities and local agencies, raw material users where the tube recycled resin qualifies to be out into different product raw material streams. One of such an initiative has been Project Liberty & Etain (PCR) tubes .

As a responsible company, Essel Propack has always strived hard towards achieving better sustainability. Some of the other notable initiatives are:

1.Project Liberty Essel Propack’s “Project Liberty “which is a significant initiative to support environmental sustainability. With the vision to make every tube made by Essel Recyclable, ‘Project Liberty’ is a path-breaking attempt to recycle multilayer laminates.

Using proprietary technology, ‘Project Liberty’ allows for the separation of the aluminium and polymers into two distinct and reusable streams, without the use of any chemicals or heat. Once separated, both the Aluminium and Polymer fractions recovered from ABL tubes can be recycled safely.

2.Etain® (PCR-Tuben) Tubes made with up to 25% Post-Consumer recycled resin content, promoting the use of PCR resins, reducing the demand for virgin raw materials.

With unanimous accord that Various Innovation must be done for encouragement of plastic recycling, corporates and various associations are taking big moves. With Essel Propack’s Recyclable Laminated tubes getting its recognition by APR USA , has already achieved a step ahead and over the next few months it aims to focus its development and success with customers.

About Essel Propack Ltd:

Essel Propack, is the largest specialty packaging global company, manufacturing laminated plastic tubes catering to the FMCG and pharma space. Employing over 2852 people representing 25 different nationalities, Essel Propack functions through 19 state of the art facilities and in eleven countries, selling circa 7 billion tubes and continuing to grow every year.

Holding oral care market share of 36% in volume terms globally, Essel Propack is the world’s largest manufacturer with units operating across countries such as USA, Mexico, Colombia, Poland, Germany, Egypt, Russia, China, Philippines and India. These facilities cater to diverse categories that include brands in beauty & cosmetics, pharma & health, food, oral and home, offering customized solutions through continuously pioneering first-in-class innovations in materials, technology and processes.

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