WHY IS PLASTIC THE SUSTAINABLE CHOICE?

HOW IS IT GOOD FOR THE ENVIRONMENT?

Plastic packaging uses far less resources than the products it protects.
Grapes sold in sealed trays have reduced waste in stores by over 20%.

Plastic packaging: 3.5 X lighter than alternatives.
Results in a 60% reduction in greenhouse gas emissions.
Without it, food waste can be as high as 50% during transport.

WHY IS IT USED?

Grapes sold in sealed trays have reduced waste in stores by over 20%.
A major retailer trialled selling cucumbers without their packaging but abandoned the trial due to so much food being wasted.

WHAT ABOUT IN OUR HOMES?

Packaging gives you more time to consume food once it reaches your home, further preventing food waste.

Once used, plastic can be recycled and used again.
New technologies can also break plastic down into its constituent parts.

Did you know? Your yoghurt pot might become a bench.