



Sharpak visit the moon 3 times in a small diesel car



Sharpak used this comparison as part of a successful application for the prestigious Institute of Packaging Starpack Industry awards delivering r-PET meat trays using 469 less trucks per year or the equivalent of three return trips to the moon in a diesel car.

Environmental good practice putting recycling and a reduced carbon footprint at the top of the agenda through a clever design won packaging manufacturers Sharpak a bronze award.

The manufacturer's application featured in the environmental category (this category had the most entries) sponsored by The Waste Resource Action Programme (WRAP). The statement read: *'through packaging that reduces reliance on virgin materials by 72% of its weight and using recycled material of which 50% contains post consumer waste and through a smart design taking 469 trucks off the road.'*

Saying goodbye to virgin material

The company's shallow meat packs, joint pods and burger trays are now being produced in material made from APET (classification: r-PET and r-PET/pe) with recycled material. This has meant that with recycled material used, dependency on virgin petro-chemical content has been reduced to 28% of its total weight.

Forward-thinking rPET also delivers a superior product with strength, excellent barrier properties and high clarity. It is food contact approved, assured by certification and multi-layer structure.

Greening the supply chain – Sharpak's getting there...

... from 370 to 469 less trucks on our roads all in the space of a year.

In the 12 months between April 2006 and March 2007 Sharpak's clever new a-b denest design incorporated into the whole meat tray, pods and burger range has enabled the company to reduce truck numbers on the road by 370. The original 8mm de-nest design would have generated 2040 truck movements but was outperformed by the new 5mm de-nest feature that only realised 1670 movements for the same volume of trays.

In the period April 2007 to March 2008, whilst increased numbers of trays were sold, the truck movements continued to be reduced by a staggering 469 trucks.

Both initiatives are a positive step forward towards meeting the Sharpak vision: 100% recyclable. Zero Landfill Waste. Reduced Carbon Footprint.

To the editors:

Sharpak is the UK's leading designer and manufacturer of thermoformed rigid packaging for both food and non-food use. The company operates from three British Retail Consortium approved sites in Aylesham, Kent, Bridgwater, Somerset and Yate near Bristol. They have a sales office in the Netherlands to serve continental Europe. Sharpak are the supplier of choice amongst the UK and Europe's leading brands and retailers and lead the way in environmental packaging.