

MAJOR PLAYER FOR THE BRAZILIAN PCR MARKET

FOR UHT MILK

PROFILE

CLIENTS: JUSSARA, SHEFA, LACTALIS

COUNTRY: BRAZIL

OBJECTIVE: CLOSED LOOP RECYCLING STREAM FOR PCR PET

CASE STUDY: RECYCLING OF PET UHT MILK BOTTLES

OWNER: LOGOPLASTE

DATE: 2019

When it comes to a closed loop recycling stream for PET UHT milk bottles, Brazil leads the way.

The implemented system includes collection as well as recycling routes developed and managed by Logoplaste.

In the beginning there was a gap, where recyclers found it was not valuable to recycle PET UHT milk bottles due to their color; and waste collectors were not inclined to separate these packages in specific streams.

These 2 steps were crucial for the project's success, where a recycler takes the post-consumer bottles separated by the waste-collectors and break them down, so they can be incorporated in a bottle-to-bottle solution. The true closed loop system.



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LOGOPLASTE jumped in and pushed to lead the process.

The PCR PET obtained needed ANVISA's, (National Sanitary Surveillance Agency), approval. Only with this approval can transformers buy and use PCR PET for food contact.

Logoplaste worked hard to get everyone onboard so that PCR PET could be available for clients to incorporate in their new bottles. And finally, by 2019, things began to take shape.

A successful closed loop recycling stream was established:



RECYCLING CYCLES IN BRAZIL ARE WELL ESTABLISHED
AND HAVE AN EFFICIENT CLOSED LOOP

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In Brazil, UHT bottles can be produced with up to 100% Post Consumer Recycled PET. This stimulates the PCR PET market for stakeholders involved.

To provide a wide range of options, Logoplaste went for 100% ANVISA approval, so that its customers could choose which percentage of recycled material they wanted to incorporate in their bottles.

Logoplaste was the first rigid packaging producer in Brazil to supply multilayer PCR PET UHT bottles with a closed loop recycling system.

Logoplaste uses:

- 13% of PCR PET in the 3 layer bottles – the middle layer has the recycled content
- 23% of PCR PET for 2 layers bottles – the inner layer has the recycled content



Lactalis, Jussara, Shefa and Paulista Danone, have all embraced this project, incorporating PCR PET into their UHT milk bottles.

LACTALIS, JUSSARA, SHEFA, DANONE WERE ONBOARD AND PARTICIPATE IN THIS INITIATIVE TO RECYCLE AND REINCORPORATE RAW MATERIAL

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For Lactalis, this meant direct access to state of the art Solutions for PET-UHT that were not in their Portfolio.



Shefa used PET milk bottle for more than 8 years, so the transition was very simple. The only difference was to incorporate recycled raw material into the recipe. Shefa's preforms have 2 layers and the inner layer, black in color, has 70% of recycled content.



Paulista Danone milk also uses a 2 layers bottle.



For Jussara, Logoplaste supplies 3 layers preforms. Jussara has an engaging relationship with their point of sales, encouraging collectors to pick up bottles and helping consumers to place them in the correct recycling container.

For more information please contact us at communication@logoplaste.com

WE ARE KEEN TO HEAR FROM YOU.