

The solutions proposed by the Apulian company Carton Pack

CartonShell® and Social Plastic®, the double face of sustainability

Although in the midst of the Covid-19 emergency plastic wrappers have been a safety precaution, the environmental impact of plastic is one of the most relevant issues at a global level. That is why governments and institutions have taken and continue taking measures against such materials.

With its worldwide packaging expertise for fresh products, Carton Pack keeps developing innovative solutions as an alternative to the existing ones, with sustainability as a key value of the product mix. It represents a stronger action for environmental and social sustainability, in compliance with the goals set by the United Nations Organization.



The company, based in Rutigliano (BA), started its business by offering alternative solutions in paper and cardboard, including containers or envelopes. "We have noticed a major fight against plastic in the foreign large-scale distribution, especially in Germany and France, as well as in the United Kingdom. Large-scale retailers are strongly active against the use of plastic materials for packaging and wrapping containers", explained Floriana Vitale and Massimiliano Persico from Carton Pack's communication and marketing department.

CartonShell®

It consists of a corrugated cardboard that is different from the well-known rPet clamshell of Carton Pack. "Besides having a strong resistance to humidity and particular characteristics of structural sturdiness, this patented model is perfectly suitable for automated packaging processes in the in-line filling and closing process".



Cartonshell® is perfectly stackable and adapts to the dimensions of the cardboard, Europool and IFCO standard boxes. The materials used are cardboard and cellophane film, which allow its complete disposal in paper, being made of 100% cellulosic material.

"In addition, the paper/carton packaging can be easily used to enhance the brand and the fruit and vegetable product, since the product can be printed, even complex ones, with advanced paper solutions designed for the specific needs of the market," added Persico.

Other alternative solutions have also been examined. One of the opportunities originated during the meeting with Plastic Bank, which is responsible for recovering plastic from the beaches and environment of developing countries such as Haiti, the Philippines, Indonesia and Brazil, to prevent water pollution that is destroying our ecosystem. This is how Social Plastic® was born.

Social Plastic®

The Apulian company has decided to act on two fronts, offering an alternative raw material to plastic, but also a plastic material that has a history and values to be conveyed. "We aimed to highlight the added value of the much criticized plastic material. This is an initiative intended to improve the living conditions of the people who populate these nations, where the pollution due to this material is higher," explained Vitale.

"Plastic Bank collects plastic waste, stores it and sends it to centers where it is washed and sanitized, to make it reusable again. The subsequent transformation into flakes makes it transportable and this is how it reaches us, as raw material, for our processing."



This is the beginning of a new business model that is grafted onto the vision of a circular economy, combining existing resources and at the same time creating a new welfare for emerging countries, offering job opportunities to people in serious socio-economic difficulties, and recovering waste that is transformed into new raw material.

"This is how the new model H was born, made with 100% recycled Social Plastic® raw material that guarantees our customer a very high quality product without any difference in terms of structural resistance and product protection - explained Persico - The H Social Plastic® model is suitable for berries and cherry tomatoes. This tray can be used for both lidded and heat sealed solutions."

It is available in a wide range of height sizes and adapts to Europool, IFCO and cardboard boxes for up to 6 pieces in 30x40 and 12 pieces in the 40x60 size.



It is identifiable as an rPET product, recognizable even by the end user, as it is marked on the bottom, allowing an easy understanding of the intrinsic values of the purchased product, making it the bearer of a new circular economy.

On the marketing front, the H Social Plastic® model meets the emotional expectations of modern society, strongly committed to environmental protection and social solidarity.

Taking advantage of the variety of materials used with high levels of recyclability, Carton Pack continues to offer the market innovative solutions to meet the changes in the market, in order to reduce the environmental impact of packaging. This is why the proposals and projects that Carton Pack will pursue in the future will increasingly involve the synergistic use of rPet, bioplastic materials (Pla, cellulose), paper and cardboard properly managed in the recovery and recycling process.

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