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A perfect date for green plastics

September 7, 2020



US-based Datepac has taken the bold step of packaging its Natural Delights Medjool dates in 100 per cent translucent green post-consumer plastics at a time when most processors are opting for clear plastics packaging.

PinnPACK, a subsidiary of CarbonLITE Holdings, the world's largest recycler of PET beverage containers, supplies the rPET feedstock. The packaging is made from recycled green plastics bottles of 7-UP, Sprite, Perrier and other beverages provided by CarbonLITE.

"Green-colored recycled plastics have been hard to find a home for because they are unconventional. People are used to seeing clear plastics packaging," said David Baxter, Natural Delights' brand manager. "We're excited to take this step because it's best for the environment and we believe for our customers. It means less plastics in the landfill and less use of virgin plastics."



Said Ira Maroofian, president of CarbonLITE and PinnPACK Packaging: "We believe once our customers as well as consumers start seeing more and more green recycled packaging it will become commonplace. After all, the colour green is already associated with sustainability and many products come in green packaging, particularly organic offerings. We are proud to be leading the way with Datepac. Ultimately, higher demand for higher recycled content will translate into better and more recycling, which will mean less plastics

pollution."

PinnPACK, which envisions increased acceptance of produce packaging in green-coloured rPET, also uses its PinnPACK Green to make salad bowls for Health Nut, a Los Angeles-area restaurant chain.



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