

Natural Delights

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(Courtesy Bard Valley Natural Delights)

Bard Valley Natural Delights dates brand is starting its new season with distinctive green-tinted packaging, a sign of sustainability, with 7-UP, Perrier and Sprite bottles finding new life.

The Natural Delights brand is using PinnPACK Green packaging, a subsidiary of CarbonLITE Holdings LLC, a recycler of PET beverage containers, according to a news release.

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

The green packaging is made from %100 post-consumer recycled materials, according to the release.

The company anticipates production at more than 30 million pounds this season.

“There was a time when dates were mostly purchased as a holiday treat, but now consumers are using them every day in smoothies, snacks, recipes and for pre- and post-workouts,” Baxter said in a news release. “It’s the perfect item to cross merchandise with other sections and products at retail because of its many uses.”

Ira Maroofian, president of CarbonLITE and PinnPACK Packaging, said the green recycled packaging will become more commonplace.

“After all, the color green is already associated with sustainability and many products come in green packaging, particularly organic offerings,” Maroofian said in the release. “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 plastic pollution.”

Datepac LLC, Yuma, Ariz., is the company that packs and markets Natural Delights dates.

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