



PET TRAY RECYCLING IN PRACTICE

LOUIS STRUCKMEIER | GRANADA | 25.06.2024



ABOUT ME

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AGENDA

- 1) Blister Packaging
- 2) Tray to Tray
- 3) Takeaways

Highly efficient blister pack



- Superior shelf impression
- Cost optimization
- Filling optimization
- Fragrance barrier

BLISTER PACKAGING

#1 HOW IT STARTED



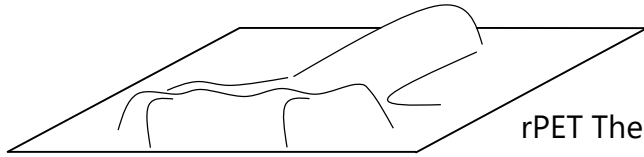
Year 2010

Marketing agency
presentation

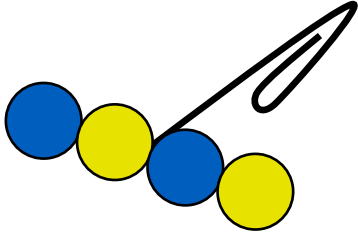


BLISTER PACKAGING

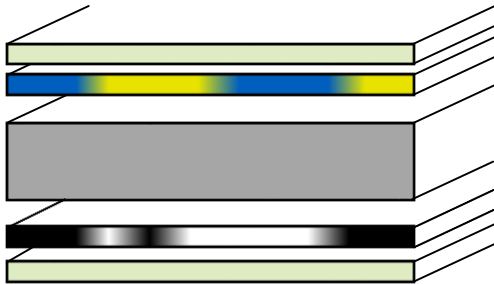
#2 STRUCTURE



rPET Thermoform



Product



Sealing Varnish
Print (Front)

Recycled Carton

Print (Back)
Protection Varnish

rPET Blister

PP Basket

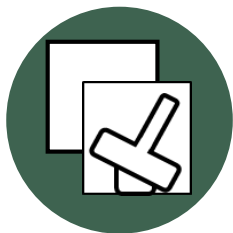
GT2 Board



BLISTER PACKAGING

#3 RECYCLABILITY

DESIGN FOR RECYCLING



- Forced full separation
- Residue-free blister



Work in progress

TRAY TO TRAY RECYCLING



- Sorting & Recycling at scale
- Tray rPET usage in blisterfilm

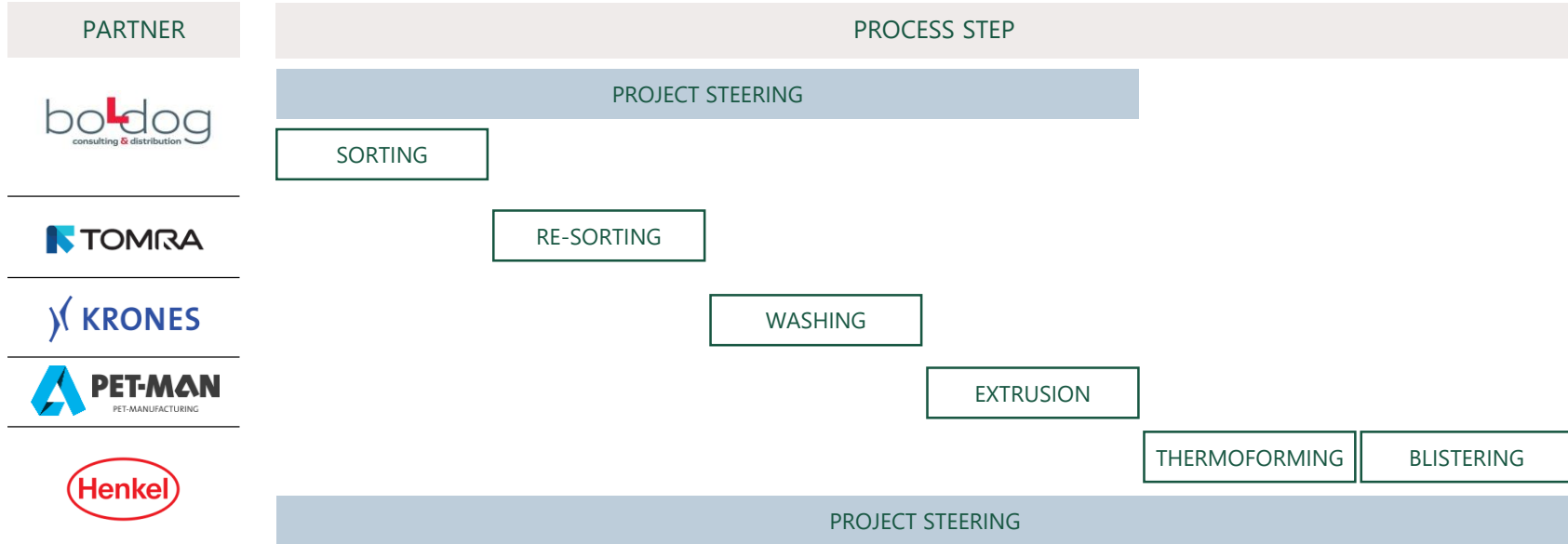
TODAYS TOPIC



OUR PROJECT VISION

WE WANT TO **MAXIMIZE** THE SHARE
OF **TRAY-2-TRAY rPET** IN OUR
BLISTER PACKAGING
AT **INDUSTRIAL SCALE**
WITHOUT COMPROMISING ON
QUALITY AND PERFORMANCE.

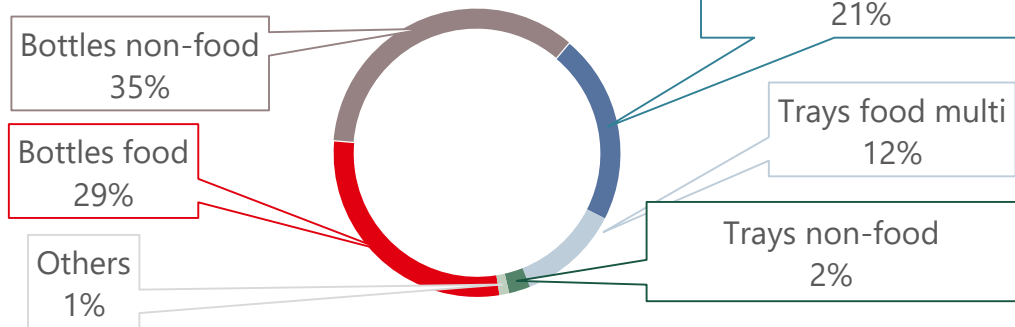
TRAY TO TRAY RECYCLING PROJECT TEAM



TRAY TO TRAY RECYCLING

#1 SORTING

Feedstock Analysis of PET mixed Fraction [2022]



Challenges

- No standardised sorting



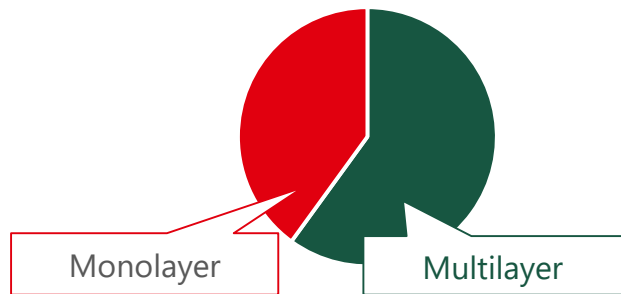
Project Solution

Specially ordered **PET Tray bales**
from German household stream

TRAY TO TRAY RECYCLING

#2 RE-SORTING

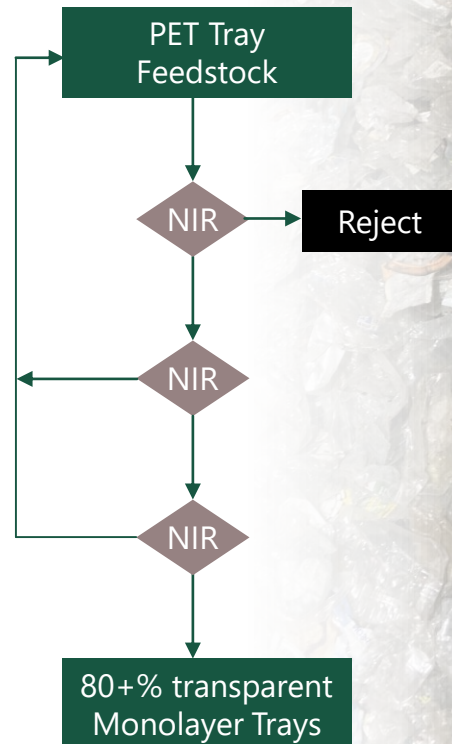
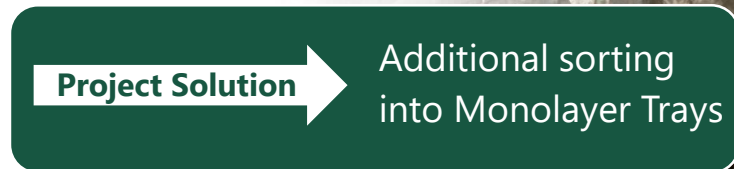
Approximate Share of Trays on the European Market



Source: PETCORE

Challenges

- No standardised sorting
- Design variability (Mono / Multi, lids, colours...)



TRAY TO TRAY RECYCLING

#3 WASHING



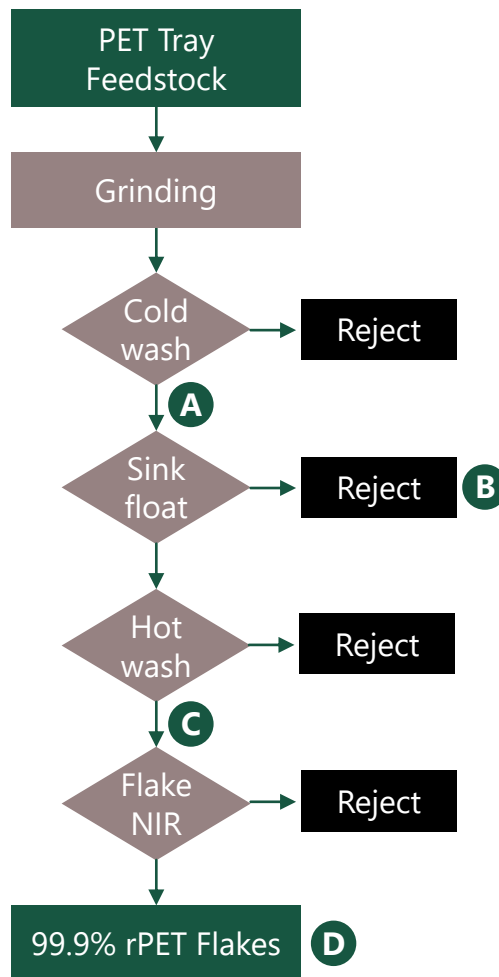
Project Solution

Special PET Tray Washing Equipment

Source: PETCORE

Challenges

- No standardised sorting
- Design variability (Mono / Multi, lids, colours...)
- Contamination (water, organics, fibres, adhesives...)
- Recycling yield (fines)



TRAY TO TRAY RECYCLING

#4 EXTRUSION

viscotec
food grade without compromise

Decon

- ⑩ Decontamination
- ⑩ IV increase
- ⑩ Dedusting
- ⑩ Drying

Extrusion

- ⑩ Monolayer
- ⑩ No additives



Pilot Project

20 Tons Blisterfilm

100% Consumer Waste

80+ % Trays

...and now in regular production!



TAKEAWAYS

1. PET Tray circularity is a joint industry effort

- Transparent Value Chain Collaboration
- Clear D4R Guidelines (or ban?) for Non-food Trays & Blisters
- Close loop for PET Multilayer Food Trays

2. Our Brand Owner responsibility: „Walk the talk“

- Increase Demand for Tray-2-Tray rPET
- Full implementation of Design for Recycling
- Enabling Consumers to act circular
- Communication & Consumer Education



THANK YOU!

