



**CORMACK
PACKAGING**
A TRICORBRAUN® COMPANY

ENVIRONMENTAL ACTIONS

SEPTEMBER ENVIRONMENTAL FEATURED RETAILED PRODUCT

CORMACK PACKAGING ARE EXCITED TO SHOWCASE OUR SECOND PROJECT ON SHELF THAT WAS MADE TO ADDRESS THE ENVIRONMENT AND RECYCLING.

Coles have formed their plan to launch their new products addressing the environment, with one component of their plan being the removal of Carbon Black in dark colors of plastic packaging. Currently in many recycling centers, HD and PP with a Carbon Black content there to provide a good depth to the dark colour, are confusing the IRS (Infra-Red Scanners) that then can't identify the primary resin and the full package then goes to mixed waste.

This particular cap was quite a challenge. Not only was the brief that we needed to keep the same dark colour with the same full depth of the colour (not a tint) once we removed all the Carbon Black, we also had a series of critical mechanical properties that needed to be retained.

Master batches can easily affect the life of the butterfly hinge, particularly for products that are often kept cold in the fridge. If we use the correct materials, this butterfly hinge will last hundreds of opening and closing with no deterioration. Use the wrong combination and the hinge will break one side of the hinge often on first opening.



The second challenge for this particular cap is the performance of the sealing spud. The sealing force from our factory needs to be relatively high so that all the way through the supply chain until the consumer finally puts the filled pack into their pantry, the cap has not opened and let product flow out. This can't be too firm or the consumer can't open the cap. Once the pack has been first used, there will always be some retained product that lubricates the spud and drops the ongoing opening force dramatically. There is a fine line to get the balance correct and we do testing every 2 hours in our production to ensure all caps are within the narrow band of opening force.

Continuing the balance of colour depth, hinge performance and opening force with the change in master batch was a long process with many trials and failures along the way.

We are proud the finished pack now meets the design brief from Coles and the pack meets the expectation of their consumers for the life of the pack. And now Coles have a pack that will have an improved recycling rate once empty.

Well done Coles!