



**CORMACK
PACKAGING**
A TRICORBRAUN® COMPANY

ENVIRONMENTAL ACTIONS

AUGUST ENVIRONMENTAL FEATURED RETAILED PRODUCT

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

This took 6 months of work with Mars Foods to develop. It has a new Black master batch formulated to remove the traditional Carbon Black used in dark plastics to give a good depth to the colour. Traditionally a normal pigment with Carbon black would look very translucent or need an exceptionally heavy dosage rate to keep the solid black colour.

Why does that matter? The Carbon black interferes with many of the infra red scanners that are used in recycling centers to identify the package resin type divert it into the correct recycling stream. If the plastic cannot be identified by scanning the whole pack will be sent to mixed



waste. With this new black spout the colour will no longer trigger the pack to the mixed waste stream.

PLEASE BE SURE TO COME BACK NEXT MONTH FOR THE NEXT ENVIRONMENTAL TARGETED PACK.