

K3® r-PP packaging solutions for Henkel at the Worldstar Global Packaging Awards 2021

Brand owner Henkel and Greiner Packaging started off 2021 with another international award: The K3® r-PP packaging solutions for Persil 4in1 DISCS detergent featuring 50 percent postconsumer r-PP came out winners at the Worldstar Global Packaging Awards 2021 organized by the World Packaging Organisation (WPO).

- **New, improved K3® packaging solutions for Persil 4in1 DISCS detergent**
- **Innovative two-layer concept with even better sustainability profile**
- **Plastic container made of 50 percent postconsumer r-PP**
- **Plastic content reduced by over 40 percent compared to previous packaging**
- **Winner at Worldstar Global Packaging Awards 2021**

Kremsmünster, Austria, February 2021. The sustainable cardboard-plastic packaging solutions Henkel uses for its Persil 4in1 DISCS have been continually upgraded in recent years and now contain 50 percent postconsumer r-PP. After winning the Green Packaging Award in fall 2020, the jointly developed packaging solution has now garnered another prize at the Worldstar Global Packaging Awards 2021.

The World Packaging Organisation (WPO) has been presenting the Worldstar Awards every year since 1970 in recognition of the very best packaging solutions from around the globe. The organization's awards not only support continuous improvement with respect to packaging design and technology – they also draw attention to excellent packaging solutions and the high standard of excellence achieved by manufacturers and brand owners at the international level. "Cardboard-plastic packaging solutions like ours help minimize the use of plastic. As a manufacturer of sustainable packaging, the team here at Greiner Packaging continually takes on new challenges – and as of 2020, we have now brought to market packaging solutions containing 50 percent postconsumer r-PP for the first time. This especially eco-friendly solution thoroughly convinced the jury, and we succeeded in taking home the award out of 17 entries in the household packaging category," says Lena Mittendorfer, member of the Global Key Account team at Greiner Packaging, who was part of the project.

Greiner Packaging is closing the recycling loop

By creating the K3® cardboard-plastic packaging products that won the award, Greiner Packaging is helping to reduce plastic consumption as well as offering a high-quality solution – with respect to both its look and its stability. The sustainable packaging solution for Persil is a textbook example of closed-loop thinking, as it now contains 50 percent recycled polypropylene (r-PP) recovered from plastic in household waste. Thanks to its innovative, patented tear-off system, the cardboard sleeve and the plastic container can be easily separated and recycled after use. This means consumers benefit from 100 percent recyclable packaging, and the packaging's lower plastic content helps to reduce CO₂ emissions, while the cardboard sleeve maintains the container's stability. Recycled material is used in this packaging solution's cardboard sleeve, while the containers consist of 50 percent r-PP. Greiner Packaging uses a double-layer approach for the packaging. The inside of the plastic container is made from white, virgin material, which guarantees an ideal color contrast with the colorful detergent DISCS. Meanwhile, the outer layer of the packaging contains r-PP. This layer's grayish color has no impact on how the packaging looks, because it is wrapped in a cardboard sleeve that can be printed or decorated for an attractive appearance.

Sustainability is key for both partners

Henkel pursues ambitious packaging targets to help avoid and reduce plastic waste and foster a circular economy. For example, by 2025, Henkel wants to reduce the amount of virgin plastics from fossil sources in its consumer products by 50 percent. Both Greiner Packaging and Henkel are signatories to the New Plastics Economy Global Commitment launched by the UK-based Ellen MacArthur Foundation. This initiative aims to eliminate problematic or unnecessary plastic packaging, to make packaging reusable, recyclable, or compostable, and to increase the use of recycled materials in packaging products. And the new and improved K3[®] packaging solution meets these goals perfectly in every respect.

Worldstar Global Packaging Awards held online due to pandemic

Due to the current COVID-19 situation, the jury session originally planned by the World Packaging Organisation (WPO) for November 2020 was canceled. Instead, the jury met in two online sessions to evaluate the submitted entries. A total of 345 packaging projects from 35 countries and in 12 categories were judged by 33 members of the jury from 33 different organizations. Unfortunately, the official presentation of the prizes and the awards ceremony could not take place this year due to the pandemic. "We are really excited to receive this prize – we have set ourselves ambitious goals for sustainable packaging, and we want to work toward these goals together with our partners by establishing a circular economy across the value chain. The use of recycled material plays a key role in this, and the innovative packaging for the Persil 4in1 DISCS is a good example of the progress we have already made in achieving this goal. These efforts were rightfully recognized and rewarded by the jury at the Worldstar Global Packaging Awards," says Eduardo Celada, International Packaging Manager at Henkel.

Packaging facts:

- Material: PP (including 50% recycled material)
- Technology: Thermoforming
- Decoration: Cardboard sleeve

About Greiner Packaging

Greiner Packaging is a leading European manufacturer of plastic packaging in the food and nonfood sectors. The company has enjoyed a reputation for outstanding solutions expertise in the fields of development, design, production, and decoration for 60 years. Greiner Packaging responds to the challenges of the market with two business units: Packaging and Assistec. While the Packaging unit stands for innovative packaging solutions, the Assistec unit focuses on producing custom-made technical parts. Greiner Packaging employs a workforce of around 5,000 at more than 30 locations in 19 countries around the world. In 2019, the company generated annual sales revenues of EUR 690 million (including joint ventures), which represents more than 40 percent of Greiner's total sales.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations, and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. Henkel generated sales of over EUR 20 billion in the 2019 financial year and recorded an adjusted operating profit of EUR 3.2 billion. Henkel employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed on the DAX stock exchange. For further information, see www.henkel.com.

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Text document and high-resolution images for download:

<https://mam.greiner.at/pinaccess/showpin.do?pinCode=tF7TK5S8z9LK>

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Caption:

Another award: The packaging solution for Henkel detergent produced by Greiner Packaging, which now contains 50 percent r-PP.

Please direct any questions to:

Roland Kaiblinger | Account Executive
SPS MARKETING GmbH | B 2 Businessclass | Linz, Stuttgart
Jaxstrasse 2-4, 4020 Linz, Austria
Tel. +43 (0) 732 60 50 38-29
E-mail: r.kaiblinger@sps-marketing.com
www.sps-marketing.com/en