

# Recyclable Barrier Packaging



**POLYDIME** has been associated with the plastics industry since 1998 producing Grow bags, Polythene in roll, bag and pouch form, Irrigation Pipes, Multilayer laminated packaging and Bio plastics products. With 5 factories in Sri Lanka and India together with a workforce of approximately 700 strong staff, our vision is to be the more Diverse, Innovative, Mechanically Advances, Eco Friendly Inventor in the Plastics Industry.

LAMINATION



In a report announced by Eurostat it was stated that Packaging Waste in the EU was said to be at approximately 84.3 million MT in 2021 which has had a growth of almost 20% over the past 10 years. 19.5% of this waste is said to be plastic/plastic-based packaging which is around 35 Kgs per capita also on the increase at around 25% over the past 10 years. These numbers are projected to increase drastically as the global population increases and the convenience food revolution continues its momentum. Brand owners and manufacturers are faced with a serious dilemma as most conventional packaging with barrier, superior print and complexed sealing requirements (Multilayer Polymer Structures) has not made it conducive to enter conventional recycling streams. Further, the new Extended Processor Responsibility (EPR) laws coming into effect rapidly, especially in the US and Europe, making plastic packaging sustainable has been a key issue of focus for the industry.

In this backdrop, the World Packaging Organization in conjunction with University of Applied Sciences have recommended that “packaging being recyclable” is the most conducive option from all aspects for environmental sustainability.

## Product Concept

This product is an innovation! a laminated product that contains a complete Polyethylene based structure rather than different polymer classes that are used in conventional packaging. Since the new structure is made of the same Polymer class (Polyethylene) it can be recycled in a regular Polyethylene Recycle stream. Further the conventional “PE4 Recyclable” logo can be included on the packaging itself.



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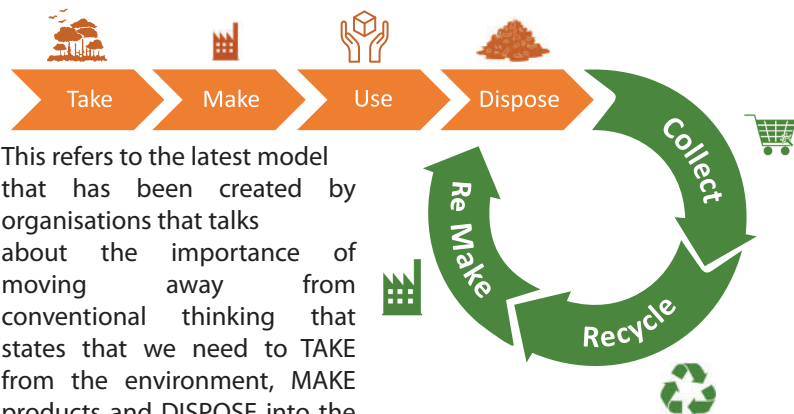


## Benefits

*This product can give the brand owner the same properties in terms of 5 C's, required in the primary role of packaging and most importantly the new "C" added to equation which is "CIRCULAR / SUSTAINABLE"*

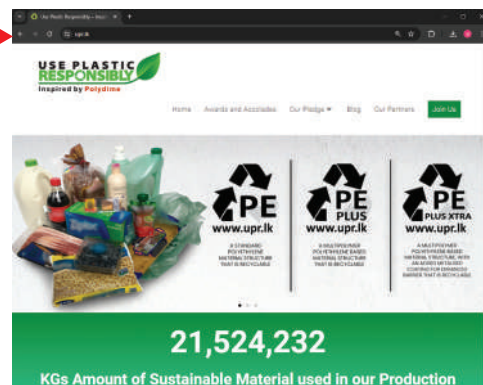
- **Compact** – Any weight, product variant can be packed effectively.
- **Communicate** – Sophisticated print such as CI or Rotogravure can be run.
- **Conserve** – The same barrier properties (WVTR and OTR) can be achieved.
- **Convenient** – Product continues to have the same form as regular laminated packaging.
- **Cost Effective** – Eventhough slightly higher, is the cheapest sustainable option available.
- **CIRCULAR / SUSTAINABLE** – Other than regular laminates that are not recyclable, this is recyclable and in line with global Extended Producer Responsibility (EPR) Laws.

## Circularity of Plastic



This refers to the latest model that has been created by organisations that talks about the importance of moving away from conventional thinking that states that we need to TAKE from the environment, MAKE products and DISPOSE into the environment where plastic would end up in a waterway, landfill or the ocean. We need to extend the DISPOSE part of the equation by including COLLECT ,RECYCLE, RE-MAKE and then continue on with the cycle. This new philosophy ensure the reduction of virgin polymer coming into the system and reusing what is already in the system.

## Marketing Concept



Any product that is purchased from Polydime whether finished product or Raw Material will be given the free use of our registered logo that this product contains our special blend of Polyethylene and Polyethylene Barrier which is Recyclable in a PE4 recycling streams. The registered company and product would be listed on our CSR site, "www.upr.lk" promoting the responsible used of plastic.

## Certification



## Global Award



**Winner of World Star Award 2021 for 100% Recyclable Tuna Packing**

