

## PACT'S PROMISE TO THE ENVIRONMENT

Pact Group says it has been focused on minimising plastic packaging waste for nearly two decades, claiming to be the largest recycler of post-industrial resin and the highest user of recycled resin in the southern hemisphere.

According to Pact, recycled content in its packaging includes milk bottles, detergent bottles, shampoo bottles, meat trays, wheelie bins, freeway noise walls and underground cable covers.

Last year, Pact launched its 'end-of-waste promise', aiming by 2025 to eliminate all the non-recyclable packaging it produces, have solutions in place to reduce, reuse and recycle

all single-use secondary packaging in supermarkets, and offer 30 per cent recycled content across its packaging portfolio.

"We're seeing a definite trend in all categories towards eliminating single-use/unnecessary packaging, light-weighting, incorporating recycled content, and making packaging 100 per cent recyclable," Pact Group Executive General Manager Sales, Marketing and Innovation Siobhan McCroy said.

"We're also seeing brand owners increase consumer education [on] how to responsibly dispose of packaging."