



With a helping hand from Sharpak Cadbury's triumph in the Green Awards

Cadbury's took the Best Green Packaging award for its foil-wrapped Eco Easter eggs at the Green Awards during November. The 'Treasure' eggs used the minimum of packaging materials. They were simply foil-wrapped and sold in a 'retail-ready' tray designed and manufactured by Sharp Interpack. This enabled the eggs to be displayed directly on to the retail shelves without the need for further handling or a secondary shop display.

The black tray accommodating 8 Eco Easter eggs was made in EcoPet a material unique to Sharp Interpack and purposely designed with the environment in mind. Developed through an in house recycling 'closed loop' system EcoPet uses up to 90% recycled material easing the pressures and impact on the environment.

Sharpak also made purple a little greener through innovative design of the top and base inserts in the premier Cadbury's 'Collection' Easter egg range earlier this year - this reduced plastic content by a staggering 53% - again optimising on the least amount of plastic.

Sharp Interpack has made the use of recycled materials and a reduced carbon footprint its number one priorities and this year won a Starpack Award for its meat trays reducing truck numbers on the roads by 469 a year through a reduced a-b de-nest design incorporated into the trays whilst producing trays with a minimum of 50% post consumer waste.

This was an environmental breakthrough that greatly increased the volume of trays per pallet/truck whilst reducing the number of truck journeys as well as lessening reliance on virgin petro-chemical material.