

Heinz Frozen Ready Meal – Packaging Minimisation

Improvement

Prevention and minimisation of packaging weight

Description of changes

HJ Heinz Frozen & Chilled Foods Limited is based in Co. Louth first opened in 1993 manufacturing crusts and chilled Pizzas. The frozen ready meal plant was subsequently opened in 1997. Our core business is now the production of frozen ready meals principally for export but also sold in Ireland. We produce the brand Weight Watchers from Heinz with meals such as Chicken Curry, Beef Lasagne, Chicken Hotpot and Ocean Pie. The company has a continuous programme to prevent and minimise packaging both on finished product and incoming raw materials. In 2006, the primary pack, a CPET tray was reduced in weight resulting in 59 tonnes less plastic being generated. Following a line upgrade an opportunity presented to remove the remaining outer cases from the manufacturing lines and replace with shrinkwrap; this resulted in the elimination of 250 tonnes of corrugated. After a series of trials with a wine supplier, bulk returnable containers replaced 20L containers and prevented 8 tonnes of plastic.



Environmental benefits

A combined 317 tonnes less plastic and cardboard entered the waste stream.

Balance of Improvements

Packaging	Weight	Reduction
CPET Tray	11%	59 tonnes
Corrugated Outer Case	100%	250 tonnes
Bulk Wine Container	47%	8 tonnes

