

# Jacob Fruitfield – change from PVdC to PP Laminate Packaging

## Improvement

**A move away from difficult-to-recycle PVdC to a new PP laminate which is more easily recyclable.**

## Description of changes

Jacob Fruitfield historically wrapped some biscuit lines in PVdC film, as this was considered to have excellent barrier properties and was lightweight at 36micron. However, it is possible to laminate two sheets of PP together, printing the cover art inside the two layers, which provide a comparable barrier seal. The PP is eminently more recyclable than PVdC, but is heavier in weight at 40micron. This development creates a dichotomy between using plastics which may be more easily recycled and using plastics which are lighter in weight. There is an added cost benefit as PP film is cheaper than PVdC coated film

## Environmental benefits

This new packaging technique reduces the quantities of difficult to recycle plastic entering waste stream, because PP is easier to recycle than PVdC and a move away from PVdC means that the harmful bleaches associated with this plastic are completely eliminated.

## Problems Encountered

It was necessary to provide for the creation of a new printing technique to allow for continuity between previous printing process and the new PP Laminate packaging.

