

PRESS RELEASE

RIGID PLASTICS PACKAGING: INDISPENSABLE FOR OUR MODERN WORLD

Plastics are ubiquitous in our modern world, and they are used in a wide variety of applications. One area where plastics have proven especially valuable is rigid packaging.

“Rigid plastic packaging provides a number of benefits, including preventing breakage, reducing food waste and spoilage, and being lighter and more environmentally friendly than other packaging materials. Additionally, rigid plastic packaging is recyclable, making it an even more sustainable choice for consumers and businesses alike,” says Annabe Pretorius, Executive: Technical Operations at Plastics SA.

According to Annabe, one of the most significant benefits of rigid plastic packaging is its ability to prevent breakage. “When it comes to transporting and storing fragile goods, such as glass bottles, ceramics, or electronics, rigid plastic packaging can provide a reliable solution. By providing a protective barrier around the product, rigid plastic packaging can prevent it from being damaged during shipping or handling. This, in turn, can help reduce costs associated with product loss or damage, as well as minimize waste and increase efficiency in the supply chain”.

Another important benefit of rigid plastic packaging is its ability to reduce food waste and spoilage. Many food products require airtight packaging to maintain freshness and prevent spoilage, and rigid plastic packaging can provide an effective solution. By creating an impermeable barrier, rigid plastic packaging can help extend the shelf life of food products, which can help reduce food waste and save money for consumers and businesses alike. This is especially important in the current climate, where food waste is a growing concern.

“In addition to preventing breakage and reducing food waste, rigid plastic packaging also has a lower carbon footprint than other packaging materials. This is due to the fact that plastic is much lighter than materials such as glass or metal, meaning that less energy is required to transport it. In fact, a recent study found that replacing glass bottles with plastic bottles could reduce the carbon footprint of a product by up to 40%. This makes rigid plastic packaging a more sustainable choice for both manufacturers and consumers,” she says.

Another topic that lies close to Annabe’s heart, is the fact that rigid plastic packaging is recyclable and can be repurposed after its initial use. “This is a crucial aspect of sustainability, as it allows for the conservation of natural resources and the reduction of waste. When recycled, rigid plastic packaging can be used to create a wide variety of new products, including furniture, clothing, and even new packaging. This circular approach to manufacturing is becoming increasingly important as society seeks to reduce its environmental impact”.

While it is true that plastics have received a great deal of negative attention in recent years due to concerns over their environmental impact, it is important to recognize the significant benefits that they provide, particularly in rigid packaging.

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“By preventing breakage, reducing food waste and spoilage, and being more environmentally friendly than other materials, rigid plastic packaging has proven to be a valuable asset in a wide variety of industries. Additionally, the recyclability of rigid plastic packaging ensures that it can continue to be used in a sustainable manner,” Annabe says.

Of course, it is important to acknowledge the challenges associated with plastics, including concerns over their contribution to pollution and the potential for them to enter the food chain. However, it is also important to recognize that plastics provide significant benefits, and that efforts should be made to maximize their positive impact while minimizing their negative effects. This may involve implementing new regulations or developing new technologies to reduce plastic waste and pollution.

“Rigid plastic packaging provides a number of benefits, including preventing breakage, reducing food waste and spoilage, and being more environmentally friendly than other materials. Additionally, the recyclability of rigid plastic packaging ensures that it can continue to be used in a sustainable manner. While plastics do present challenges, it is important to recognize the value that they provide and to work towards minimizing their negative impact while maximizing their positive effects. By doing so, we can create a more sustainable and resilient future for ourselves and future generations,” Annabe concludes.

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