

# Mpact Plastics brings home the IPSA Gold Pack 2021 trophy and four gold awards

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"Proudly walking away with four gold awards and the **IPSA Gold Pack trophy for 2021** is an honour to which we owe thanks to our entire team!", states Neelin Naidoo, MD of Mpact Plastics.

We are extremely proud to have featured strongly at the recent Gold Pack awards ceremony, held at the Inanda Club in Sandton on 23 November.

The star of the show was our new **PET Ultrazorb meat tray, PETZorb®** produced by Mpact Versapak. It was awarded 2 gold medals in the "Food Packaging" and "Best in Plastics" categories and, also brought the **IPSA Gold pack 2021 trophy** home! It is fully recyclable and can be produced using food grade rPET. It eliminates the need for an unnecessary packaging component, the non-recyclable, non-biodegradable, soaker pad.

Feasibility studies indicate that once the range has been fully launched, approximately 20 million less soaker pads will be utilised. Converted raw material tonnage is estimated at 50T per month.

With a competitive price point to ensure long term demand and market acceptance, the PETZorb tray makes use of advanced technology that incorporates the absorbency within the tray itself, even when displayed on the retail shelf at an angle. The tray absorbs almost double the amount of fluids over the same period as its absorbency pad alternative.

Wessel Oelofse, GM of Mpact Versapak, emphasises that "innovation is the only way to move forward and ensure that we reduce the impact of packaging on the environment and our people. We are very proud to win the award for this truly exceptional product that can potentially change the entire landscape, in this category, in South Africa."

The **100% rHDPE 750ml and 1.5lt household cleaner bottles**, produced by Mpact Plastics Pinetown, won a GOLD award within the "household products" category, as well as a GOLD within the "judge's special mention sustainability" category. It supports the recycling of HDPE, reducing dependence on virgin material whilst creating a demand-pull for recycled plastics where infrastructure exists, thus stimulating investment in the collection and recycling industry and reducing the leakage of products into the environment. By producing this as a generic pack, we are enabling leading brands such as Unilever to support an environmentally friendly packaging option.

Paul Visagie, GM of Mpact Plastics' Pinetown plant shares that "Sustainable development is not an automatic development, it requires intentional innovation and a few brave steps along the way. The initial steps are challenging but, together with teamwork among suppliers, converters and customers, it certainly paves the way for success."

Neelin concludes that these awards recognise the enormous efforts at Mpact Plastics on a holistic approach in developing practical, economically viable and environmentally sustainable solutions that bring South Africa closer to a true circular economy.

Mpact Versapak rakes in the IPSA Gold Pack 2021 trophy and shares FOUR more gold awards with Mpact Plastics FMCG Pinetown in the Gold Pack 2021 awards ceremony held at Sandton on 23 November 2021

**Congratulations to the Mpact Versapak and Mpact Plastics teams!**



**Name of Entry:** Petzorb® Meat Tray  
**Entered by:** Mpact Versapak  
**Packaging Converter:** Mpact Versapak  
**Brand Owner:** Mpact Versapak



**Name of Entry:** 100% rHDPE 750ml & 1.5lt household cleaner bottle & masterbatch free closure  
**Entered by:** Mpact Plastics FMCG  
**Packaging Converter:** Mpact Plastics FMCG Pinetown  
**Brand Owner:** Unilever



*Mpact Plastics is a leading producer of rigid plastic packaging and cling film in southern Africa. We operate out of nine production centres across the country, providing packaging from plants with relevant certifications. We service the food, beverage, personal care, home care, pharmaceutical, agricultural and retail markets. In upholding company values, and as a supporter of the circular economy, we positively contribute to industry associations, enabling various communities to participate in recycling solutions.*

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#### **Mpact**



Mpact is the largest paper and plastics packaging and recycling business in Southern Africa. Our integrated business model is uniquely focused on closing the loop in plastic and paper packaging through recycling and beneficiation of recyclables.

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