

# Royco soup reduces packaging carbon footprint by 25%

In a major packaging breakthrough, Royco soup has reduced its carbon footprint by 25% through energy savings. This is a culmination of two years of research and development to find a non-foil, flexible packaging solution and is a collaborative triumph for Mars Africa's R&D and commercial departments, its engineering associates and their packaging partners, Aripack and Mondi Extrusion Coatings.



Lisa Ronquest-Ross (Research & Development director) and Andy Mulholland (Food Packaging Buyer)

"It is most rewarding to have been part of this collaborative effort with such innovative partners and that our extrusion coatings plant in Zeltweg, Austria could contribute towards the development of this state-of-the-art solution for the packaging industry," says Michael Strobl, MD Mondi Extrusion Coatings.

The project certainly demanded out-of-the-box thinking from all the partners as Lisa Ronquest-Ross, R&D Director for Mars Africa, recalls, "During the development phase the team was faced with significant challenges from initial trial reels that disintegrated on line to shifting mind-sets and proving that non-foil packaging is puncture resistant, food safe and can deliver long shelf life."

The result, a high gloss white clay coated paper with a modified polyethylene backing, is a packaging solution that delivers both sustainability benefits and cost savings without compromising on quality or food safety. Moreover, the introduction of a special sealing polymer has brought about extensive energy and cost savings by reducing sealing temperatures from 175° C to 115° C on the high speed filling lines.

"By removing the non-recyclable aluminium foil from the laminate, we will achieve a 25% reduction in the materials' carbon footprint," says Ronquest-Ross.

## 18-month shelf

For the last 20 years, food manufacturers have had to rely on paper/aluminium foil packaging to achieve high oxygen and moisture barriers for dry soup powders and sauces. Tests have shown conclusively that the new non-foil, co-extruded high barrier paper laminate successfully delivers an 18-month shelf life for dry powders.

The entire instant and packet soup range is currently being re-launched in the new packaging resulting in sizable sustainability benefits.

From a consumer perspective, the benefits are also considerable. The new packaging ensures products retain their great taste over their shelf life enabling the product to live up to its brand promise and the foil-free packaging makes it easier to open.

"Above all, consumers know that every time they choose one of the company's instant or packet soup, they are making a better choice for the planet," concludes Ronquest-Ross.

The 25% carbon footprint reduction has been calculated in accordance with the Framework for the Development of Carbon Footprints for paper and board products, issued in September 2007 by the Confederation of European Paper Industries (CEPI).

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