

Cadbury Schweppes and the Plantic[®] R1 Tray



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R&D partners

Cadbury Schweppes

Background

Cadbury Schweppes has worked collaboratively with Plantic Technologies since 2002 to implement Plantic's biodegradable material in its product packaging. Cadbury Schweppes was the first company in the world to adopt the Plantic[®] material for commercial packaging, using it in its Cadbury[®] Dairy Milk[™] Milk Tray[™] and Eden chocolate boxes. In doing this, Cadbury Schweppes established a benchmark in environmentally responsible packaging.

Types of products

Thermoformed Plantic[®] R1 trays for:

- Cadbury[®] Dairy Milk[™] Milk Tray[™]
- Cadbury[®] Eden chocolate boxes
- Shelf-ready packaging for the Cadbury[®] Fun Filled Freddo

Technical challenges

Meeting the key requirements:

- High speed automated filling of the tray
- De-nesting issues relating to the use of PET

Why Plantic[®]?

Plantic[®] offers the unique properties of being:

- Anti-static
- Biodegradable after use
- Compostable to European standards (EN13432)
- Made from renewable and sustainable resources that are non-toxic to the environment (non-GM corn starch)
- Water dispersible – won't pollute local groundwater systems or waterways

Status

Cadbury Schweppes has been using the Plantic eco-friendly packaging since 2002. They aim to implement 100% recoverable or biodegradable packaging across the entire Cadbury Schweppes range by 2010.

Potential market/benefits

The use of environmentally responsible packaging has enabled Cadbury Schweppes to market the respective products in a unique way.

Managing Director of Cadbury Schweppes, Mark Smith, commented, "Using this technology gives us the opportunity to reduce the environmental impact of our packaging without compromising the quality of our product or presentation."

Cadbury Schweppes



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