

# Collaboration for sustainable packaging

**Martogg, Trendpac, and Aldi have teamed up to put more Australian-made recycled polyethylene terephthalate (rPET) on supermarket shelves.**

**T**HE three companies are working together to put three Aldi products in packaging made from 100 per cent recycled content. The products include Aldi Green Action Dishwashing Liquid, Laundry Liquid, and Wool Wash products, all in packaging made from 100 per cent recycled content.

Dean Fleishman, buying director of Aldi's laundry products, says the partnership with contract manufacturer Trendpac is a perfect example of how innovation and low cost can work hand in hand.

"As a business we have set the goal to stimulate an Australian circular economy by committing to include 30 per cent recycled materials in our plastic packaging by the end of 2025," Fleishman says.

"The team at Trendpac has far exceeded this target and have developed product packaging that is not only made from 100 per cent recycled materials, but at very affordable price. This solution has reduced single-use packaging and is a credit to the bold vision of our partnership.

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Producer and supplier of the rPET, Martogg, located in Victoria, has praised the partnership between Trendpac and Aldi in adopting a sustainable approach to packaging and driving the circular economy within Australia.

Martogg Group's branded rPET marPET is produced using Vacurema technology at its facility in Victoria. The company installed its first line in 2016 and has continued to invest in infrastructure to support growing demand. Martogg celebrated the instalment of its second Vacurema line in December 2019. There is a third line due for commissioning in late 2020 that will give a collective capacity of 23,000 tonnes per year.

Martogg account manager Scott Schumacher says Trendpac's drive and initiative to use the domestically produced marPET over import options and reducing their reliance on virgin material is commendable.

"It has also demonstrated Aldi's commitment to supporting the community with products that are not only recyclable but produced using 100 per cent recycled PET plastic," Schumacher says.

"Consumers will be pleased to know that these products are not only Australian made, but also produced using locally manufactured marPET."

Manufacturer of the Aldi Green Action products, Trendpac, has been supplying finished household cleaning and personal care products since 1963 and says it is committed to supporting sustainability and the use of recycled materials where possible.

When asked about the processability and quality of the rPET being used into the Aldi Green Action products, Trendpac said, "The transition to marPET has resulted in only minor adjustments to our processing set up and we have been very impressed with the quality and consistency of the material relative to what we have seen from other supply options". ■



Aldi products in 100% rPET packaging: made by Trendpac with material supplied by Martogg.

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— Scott Schumacher, Martogg