

PRESS ARTICLE

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Sidel opens new hub to develop design for recycling primary packaging



Sidel has opened a new hub dedicated to PET recycling. At its unique small-scale PET recycling pilot line in Octeville, France, Sidel will develop its understanding of PET recycling with the aim of giving comprehensive support to the market as it switches to greater use of recycled PET.

Seeking carbon neutrality, the packaging industry is in the middle of a transition period that aims to replace virgin PET with recycled PET. Sidel is engaging with this transition to circular packaging solutions, enabling r-PET to be more widely used. The unique small-scale PET recycling line will allow Sidel to develop advanced knowledge about the recycling of food-contact PET bottles. As Sidel packaging experts assess the impact of additives and primary packaging materials on r-PET resin the facility will become an important reference for raw material producers, recyclers and recycling regulatory organisations. The line will also enable Sidel to further develop its own knowledge, ideas and innovative packaging solutions.

Helping to meet demand for r-PET

Demand for r-PET is increasing and the market is developing as brand owners seek carbon neutral solutions. The amount of recycled PET in packaging globally has increased to 8% compared to 5% in 2018. In Europe, the average is already 15% and is projected to grow to 35% in 2030.¹

“There is a big move towards recycled PET, but demand is outstripping supply,” says Naima Boutroy, Sidel’s Global Packaging Expert. “The market still has a lot to learn and we can provide valuable insights. There is a variability in recycled PET resin grades, and standardisation is still in development. We need to address this to create the best possible finished bottles. Our line will test the recyclability of post-consumer PET bottles from different feed stocks, including additives and caps as well as labels, inks and glue. We will be working with traditional Sidel customers such as brand owners, converters and co-packers, as well as other suppliers like raw material producers, recyclers and regulatory organisations, to enable the scaling-up of r-PET capacity. We can also check any innovations comply with bottle-to-bottle recycling.”

Fully-equipped line to study entire process

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Sidel's new line will take raw material from industrial partners such as sorting facilities, recyclers and brand owners. It will then recreate and study all aspects of the process from bales to flakes including pellets ready to be injected into preform, injection and blow moulding.

Sidel will give the packaging industry the opportunity to access a fully equipped pilot line. This line covers every step of the recycling process: from washing, drying and pellet extrusion, to solid-state polymerisation, including dedicated process and laboratory controls at every step.

Making PET a more sustainable choice

PET is proven to be recyclable and is the only food-safe bottle-to-bottle recycled material, but the market has yet to see the production of standardised r-PET resin grade in high quantities; achieving this could facilitate the market conversion from virgin PET to r-PET. Lifecycle analysis shows that PET already has the best carbon footprint among materials currently available; creating a robust recycling loop to achieve full circularity at scale will make PET an even more sustainable choice.

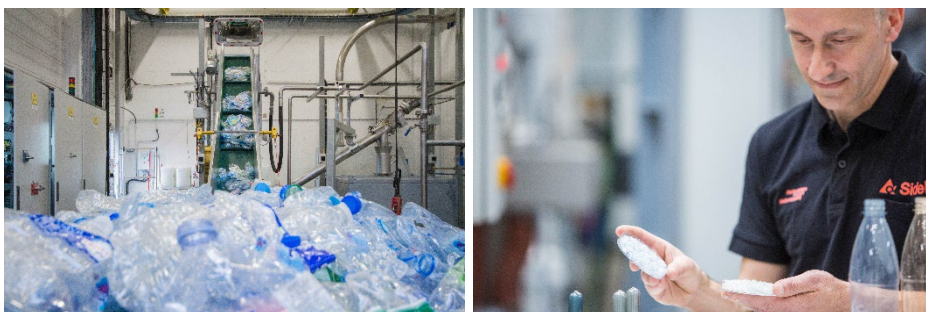
Sidel to become one-stop shop for r-PET

Sidel's investment in the r-PET pilot line is unparalleled in the packaging industry and will also empower Sidel in shaping the packaging solutions of tomorrow. The line, which has a holistic bottle-to-bottle approach, is just one of a range of services that Sidel is establishing under the name RePETable™ services. The services will draw upon Sidel's 40+ years of blowing and packaging expertise, to support brand owners and converters in producing r-PET bottles through line upgrade solutions, packaging optimisation, blowing process qualification, troubleshooting, r-PET processing training.

Find out more about the r-PET pilot line and how you can access this kind of support for your business on the [Sidel website](#).

Ends.

¹ *Ellen MacArthur Foundation Global Commitment 2021 progress report*



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Editor's Notes:

Images to support this story are available on request. Please contact **Beth Milton** on the contact details below to access high-resolution images for this story.

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Sidel is a leading global provider of packaging solutions for beverage, food, home and personal care products in PET, can, glass and other materials.

Based on over 170 years of proven experience, we help shape the factory of tomorrow, through advanced systems and services, line engineering, eco-solutions, and other innovations. With over 40,000 machines installed in more than 190 countries, Sidel has 5,000+ employees worldwide who are passionate about providing equipment and service solutions that fulfil customer needs.

We continuously ensure we understand the evolving business and market challenges our customers face and commit to meeting their unique performance and sustainability goals. As a partner, we apply our solid technical knowledge, packaging expertise and smart data analytics to assure lifetime productivity at its full potential.

We call it **Performance through Understanding**.

Find out more at www.sidel.com and connect with us



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