

Marks & Spencer Adopt Plantic[®] Packaging



PLANTIC[®]
Changing the nature of plastics

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R&D Partner

Marks & Spencer

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Background

Marks & Spencer is a British retailer with over 600 stores located throughout the UK and 219 franchise stores worldwide operating in 34 countries.

Types of products

Marks & Spencer have introduced a new range of Swiss chocolates with “environmentally friendly” packaging from Plantic Technologies.

The Marks & Spencer Swiss Chocolate Assortment contains a variety of fine luxury milk, dark and white Swiss chocolates.

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[®] packaging was chosen by Marks & Spencer because it is:

- Biodegradable after use
- Home compostable and compostable to European standards EN13432
- Made from renewable and sustainable resources (non-GM corn starch)
- Certified safe for disposal in soil (by AIB-VINCOTTE)

Status

The chocolate box is in Marks & Spencer stores now.

Potential market / benefits

Marks & Spencer is one of the UK’s leading retailers, with over 15.8 million people visiting its stores each week.

Helene Roberts, Head of Packaging, Foods, Marks & Spencer, said, “Our decision to incorporate Plantic[®] packaging has grown primarily from our aim to reduce the amount of packaging that we use by 25 per cent over the next five years and use sustainably sourced packaging materials and materials that are easily composted or recycled.”



MARKS & SPENCER



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