

# How we reduced 138 tonnes of plastic

[kitepackaging.co.uk](http://kitepackaging.co.uk)



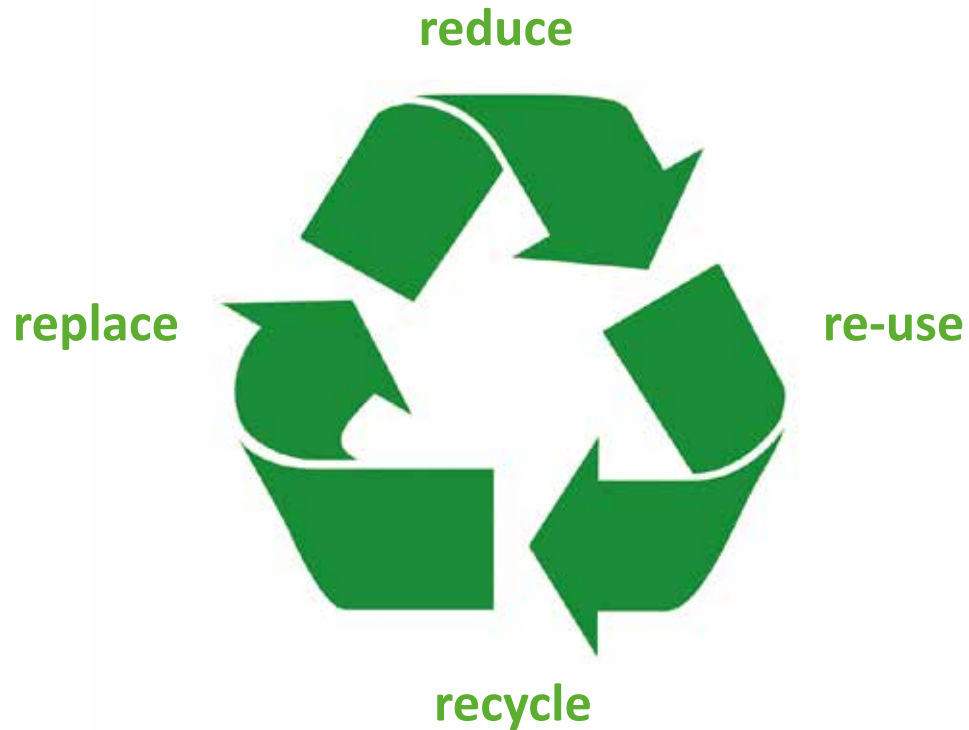
*an employee-owned business*





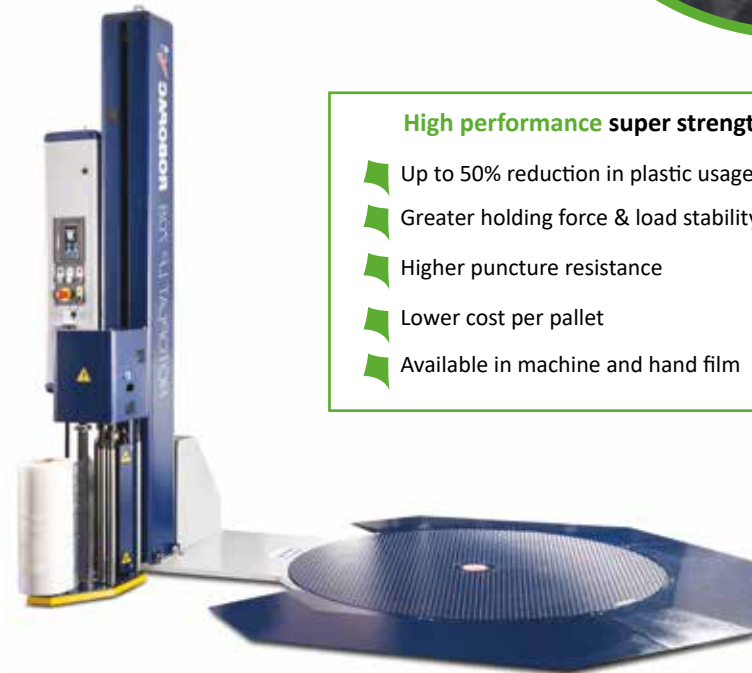
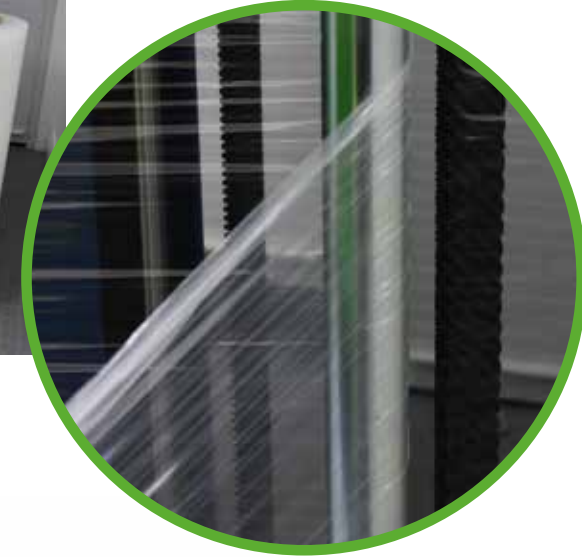
## How our customers reduced 138 tonnes

We challenged ourselves and our customers to reduce 120 tonnes of plastic in one year and in the first 7 months we achieved a reduction of **138 tonnes**. Here is an insight as to how....



## Reduce your plastic

Over **96 tonnes** saved with....



### High performance super strength stretch wrap

- Up to 50% reduction in plastic usage
- Greater holding force & load stability
- Higher puncture resistance
- Lower cost per pallet
- Available in machine and hand film



## Reduce your plastic

Over **11 tonnes** saved with....



Watch the  
demonstration  
video online

**Bundles available**

### 5x5 system

- One of the UK's safest ways of reducing health and safety concerns associated with hand wrapping pallets
- Ergonomically designed to improve comfort and efficiency of wrapping
- Operator walks forwards improving wrapping speed
- Reduces the amount of plastic used within your business (by up to 60%) and your tax liability
- Fixed gear ensures the correct tension is applied and less film is wasted

### 5x5 System certified by EAWS :

ISO 11228 (Ergonomics – Manual handling - Pushing & Pulling)

ISO 11226 (Ergonomics – Evaluation of working postures)



## Reuse your packaging

Over **2 tonnes** saved with....

### Shredding machines

- Our range of shredders turn your cardboard waste into an effective void fill material
- A great and cost-effective alternative to bubble wrap, paper void and other materials
- Save money and reduce your impact on the environment





## Recycle your plastic

Over **11 tonnes** saved with....



### V5, V8, V20X and V50 baling machines

- Range suitable for small to large sized operations
- Ideal for restaurants, retail, supermarkets, logistics centres and manufacturing companies
- Suitable for cardboard, plastic, textile, paper, polystyrene, food waste and multi-product recycling plants
- Cycle time of 28 - 50 seconds depending on model with pressing forces between 5 and 50 tonne



## Replace your plastic

Over **15 tonnes** saved with....



### SpeedMan classic

The SpeedMan classic is a manual paper dispensing system

- Easy to use
- Maintenance free
- Can be mounted to a bench clamp or floor stand

### SpeedMan pro

The SpeedMan pro is an automated paper dispensing system, designed with speed and efficiency in mind

- Operated with a foot pedal
- Continuous speed adjustment assists with greater flexibility
- A mobile battery version is also available



### PaperJet

The PaperJet is comfortably the fastest automated, cushioned paper delivery system on the market

- Produces 7600 metres of uninterrupted paper cushion
- Can be incorporated with a hopper basket system to feed numerous packing stations





## Replace your plastic

Over **3 tonnes** saved with....



### Paper mailing bags

- Environmentally friendly alternative to polythene mailing bags
- 100% recyclable robust and water resistant mailing bags
- Peel-&-seal strip for easy closure

### Self-adhesive paper kraft tape

- No water needed for activation
- Forms a strong lasting bond
- High resistance to moisture
- 100% recyclable



### Gummed paper tape & dispenser

- Manual and electronic dispensers available
- Tamper evident with an incredibly secure seal. The tape bonds directly with the box fibres giving high adhesion
- Able to withstand both high and low temperatures, gummed paper tape is almost impossible to tear off once applied
- Being paper-based, it is also easy to recycle



## We want you to use less packaging

Kite is a very strange packaging company because in truth we want our customers to use less packaging and even stranger we actually like it when they spend less on packaging. We know it is a little weird for a commercially successful and fast growing business to have an active policy of getting customers to buy less but that is why we are different.

So now we come to the vexed question of the moment. "Is plastic packaging the plague that will bring about the end of the world?"

The short answer is "probably not" but like most things in life it's a bit more complicated than that. Sir David Attenborough is absolutely right the scourge of plastic packaging in land fill and even worse our oceans is a disgrace, that said the wasteful use of any type of packaging is a disgrace. Companies have a responsibility to their shareholders to not be wasteful and we as human beings have a responsibility to the planet to not waste precious and finite resources. Having said this, packaging is a necessity, without it the waste through damaged and spoiled product would be huge, as ultimately the function of packaging is to protect and preserve. It is a question of balance between the need to get goods from manufacturer or grower to the consumer in a good state and the need to not be profligate with the packaging. Not being profligate with packaging means choosing the right sort of packaging, using the correct amount of it and having a solid plan for what is going to happen to it after it has been used, all of which must be balanced against the commercial realities of doing business.

The question we hear so often at the moment is "should we stop using plastics?" To which we reply that as with all forms of packaging these 4 simple rules apply, Reduce – Reuse – Replace (with something more sustainable) and last but not most important Recycle. We set ourselves and our customers the challenge of reducing plastic packaging going to landfill by 120 tonnes during the year of 2019 and we achieved it in less than 7 months - which is a fantastic result and we are now aiming even higher. Just to help you visualise it, 120 tonnes of plastic is the equivalent of 60 forty-foot shipping containers. With a little bit of effort a lot can be achieved.

Plastics in their own right are not bad - they are in actual fact fantastic, versatile and very low cost. To some extent the over use of plastics is a direct result of how successful the product has been. Compared to paper, which is a common alternative to plastic, there are often economic arguments to support the use of plastic. From a straight environmental point of view it is even more nuanced that plastic can be much more efficient to manufacture.

- Compared to paper, plastic consumes 40 percent less energy, generates 80 percent less solid waste, produces 70 percent fewer atmospheric emissions, and releases up to 94 percent fewer water-borne wastes, according to The Film and Bag Federation.

- The International Energy Agency (IEA) identified that paper and pulp production in 2014 consumed 5.6% of the world's industrial energy requirements.

- Paper's raw materials have to come from trees, a natural resource that is otherwise carbon-fixing, so the paper production process not only adds waste to the world, it kills one of our greatest tools for fighting pollution.

















# Recycling guide

- It takes about 91 percent more energy to recycle a pound of paper than a pound of plastic.
- A 2004 Canadian study showed that to replace plastic packaging with alternative materials would consume 582 million gigajoules more energy and create 43 million tonnes of additional CO2 emissions. The energy saved by using plastic was equivalent to 101.3 million barrels of oil and the amount of CO2 emissions saved was equivalent to running 12.3 million passenger cars each year.

Plastic packaging has fantastic moisture and vapour barrier potential, it has characteristics that can be engineered to allow it to stretch and bend. These properties are almost impossible to engineer into other traditional packaging materials so there are many circumstances where plastic represents the only real solution to protecting a product.

The big difference between paper and plastics is that the recycling rate for paper is much higher than that of plastics. In the UK we have very sophisticated collection and reprocessing in place for paper and cardboard but for plastic it is still in its infancy. The problem is that plastic packaging is actually made from many different types of plastic which have different chemical makeup and characteristics and these are not compatible with each other. Plastic waste is nearly always mixed (several different sorts of plastic) and this makes separation prior to recycling very difficult. Another obstacle is the labelling of plastic to clearly identify which plastic it is and therefore how to recycle it is often absent. In truth plastic is a fantastic and versatile product that we should use more wisely and recycle more widely. To that end we have added a guide to plastics labelling to help you and your customers separate plastics in preparation for recycling and we would also encourage you to look at our range of balers to consolidate plastic waste in preparation for recycling.

Code	PET	HDPE	PVC		LDPE	PP	PS	Other PC
								
	Polythene Terephthalate	High density polyethylene	Polyvinyl chloride		Low density polyethylene	Polypropylene	Polystyrene	Polycarbonate
Common use	Plastic bottles, (soft drink, single-use, water and sports drinks), food, jars, cosmetic containers	Shopping bags, detergent bottles, shampoo bottles, washing and shower soaps, milk and juice jugs	Garden hose, cable sheathing, window frames, blister packs, blood bags, meat wrap		Heavy duty bags, resistant sacks, dry cleaning bags, squeeze bottles, plastic food wrap, stretch film	Medicine bottles, cereal liners, packing tape, straws	Toys, DVD/CD/video cases, plastic cutlery, foam packaging, egg cartons	Baby bottles, water cooler bottles, some car parts
Ease of recycling	Widely recycled	Widely recycled	Not commonly recycled		Medium	Medium	Not commonly recycled	Not commonly recycled
Examples								

# Your UK packaging partners

- 8 RDC's covering UK
- Bespoke solutions
- Packaging technologists
- Aerospace & defence division



## History and ethos

Kite was founded from scratch in 2001 with a unique vision - To be the premier packaging supplier in the UK with a philosophy of employee-ownership. At Kite we believe that "customer satisfaction matters so much more when you own the business".

## In-box team

Void fill/Dunnage is a complex area with pack velocity, cost, customer perception and the environment all critical factors. Our team can help and advise.

## Load retention team

The safe movement of palletised loads is business-critical and often expensive. This dedicated team of engineers can carry out scientific audits of shrink film usage and machines to ensure safety and minimise costs.

## Packaging regulations

Kite's compliance division (Kite Environmental Solutions) advises a huge range of member-customers helping them to understand, assess and comply with their obligations.

## Our regional distribution centres

Our Major Accounts business focuses on large users requiring mostly bespoke packaging. Our RDC Packaging Technologists and Account Managers will advise on improving your complete packaging process. We offer a range of supply chain solutions including stock-and-serve, JIT, direct line feed and much more.

**North East & Scotland** - 0191 511 1910

**Northern** - 01709 565010

**Midlands** - 02476 420052

**South West Thames Valley & South Wales** - 01793 825444

**South Coast** - 02392 652676

**North London & East Anglia** - 01462 510700

**South East** - 01795 422424

[kitepackaging.co.uk](http://kitepackaging.co.uk)  
an employee-owned business



ISO  
9001



BRC  
STORAGE &  
DISTRIBUTION



ISO  
14001

