

Princes switches drinks carton straws from plastic to paper

Princes removes almost 80 tonnes of plastic annually from drinks manufacturing process

International food and drink group Princes has moved from plastic to paper straws across all lunch box juice ranges, which is set to remove almost 80 tonnes of plastic annually from the Group's drinks manufacturing process.

The new paper straws, which were recently launched on-pack across Princes, Jucee and customer-own label drinks cartons, are fully recyclable and made from Forest Stewardship Council (FSC) certified paper.

Andy Hargraves, Group Director for Drinks at Princes, said: "We've made considerable progress on plastics in recent years, and this is another step in the right direction. We conducted extensive consumer research and factory trials including transit testing, line performance, durability and most importantly, product safety, to produce the best possible alternative for our products. The advice of recognised industry bodies such as Campden and Intertek was crucial in our decision-making process and consumer feedback has been very positive."

As a next step, Princes is also continuing to work with suppliers to find a solution that removes the polypropylene blister pack for straws on drinks cartons, in an effort to completely remove plastic from these products.

Last year, the company revealed that it is moving all of its branded tuna multipacks to cardboard sleeve packaging as part of a major initiative, as well as a stop to using expanded polystyrene (EPS) pots for its products. Princes now reports that the average recycled content across its UK manufacturing base is 45%. In addition, 99% of the plastic in its UK manufactured products is widely recyclable.

Other major packaging initiatives over the past two years include the shrink wrap packaging on UK manufactured products moving to 50 percent post-consumer recycled waste (PCRW), 51 percent recycled PET being used in soft drinks and oils and 30 percent HDPE in chilled juice drinks.

ENDS

Notes to Editors - About Princes

With a global supply network and a portfolio of branded and customer own brand products, Princes is one of the UK's largest food and drink groups.

The company specialises in manufacturing and sourcing quality products and, as a leading international grocery supplier, millions of consumers across Europe buy its brands and products every day.

Princes head office is based in the UK (Liverpool) along with eight manufacturing sites for foods, oils and soft drinks. The company also has a presence across continental Europe, which is managed from an office in The Netherlands. There are also dedicated sales and marketing offices in Poland and France, tuna processing facilities in Mauritius, tomato processing in Italy and edible oils production in Poland.

For further information on our manufacturing and brands portfolio visit www.princesgroup.com.