

## KNAUF'S NEW RECYCLED PACKAGING

SUSTAINABILITY CASE STUDY 2021: PLANET

### Overview

**Products:** Knauf tubs starting with Knauf Betokontakt

**Date:** November 2021

**Summary:** As part of its ongoing sustainability efforts, Knauf UK & Ireland is making the move to recycled plastic packaging. Its new packaging will contain at least 30% recycled plastics and is often also recyclable at the end of its life so the circle can be continued.

**Date:** November 2021

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# Knauf's new recycled packaging Sustainability Case Study 2021: Planet

## Knauf continues to improve its sustainability credentials with recycled plastic packaging

As part of its ongoing sustainability efforts, Knauf UK & Ireland is making the move to recycled plastic packaging. Its new packaging will contain at least 30% recycled plastics and is often also recyclable at the end of its life so the circle can be continued.

The Company has added easy to recognise logos to the packaging to identify when it has been made from recycled plastic, and if it is recyclable. Knauf will start by changing the packaging of key products within its portfolio and continue the move for other products over the coming months.

The Company is using Post-Consumer Recycled (PCR) plastics – materials which have been used by consumers, recycled and given a new life.

Lucy Hall, Sustainability Leader at Knauf, gives an insight into the importance of the new packaging:

**“Our Product Manager, Becky Newell, has worked collaboratively and consistently to achieve Knauf’s goal of improving the recycled content of our packaging. Realising her goal to make a difference on a bigger scale, the recycled content of plastic packaging will now also be high on the agenda of new product development. This is a fantastic achievement in Knauf’s drive to fulfil its sustainability goals”**

Greenhouse gas emissions are associated with single-use plastics, and the National Geography Society estimates that more than 40% of plastic is used just once and that there are more than 5 trillion pieces of plastic in the ocean. This is a significant reason for Knauf adopting PCR plastics and a recognition of the Company’s commitment to Build for the World We Live In.

This switch will see some small changes to the appearance of product packaging, such as a grey rim and base. This is simply due to a number of different coloured plastics being recycled to make a new product, and not adding in unnecessary dyes.

This move is part of Knauf’s ongoing sustainability initiative and ties in with its ‘people, planet, prosperity’ ethos. Sustainability considerations are becoming more prevalent across the construction industry and Knauf is keen to lead the way in meeting customers’ expectations for environmentally friendly products.

Becky Newell Product Manager, explains,

**“The construction industry has a huge plastic waste problem; plastic waste from the UK construction industry increased by almost 46% over 2 years, compared to a decrease of almost 3% from the UK in general in the same period, according to DEFRA statistics. It isn’t practical to stop using plastic completely, but if we use recycled plastics we are cutting down on new materials entering our ecosystem and benefiting from re-using what is already in circulation.**

**Working with suppliers around the world has been challenging but rewarding, especially when our initiative is now being offered to other countries. Making a real global difference is something I’m proud of.**

**We plan to keep moving more products from the portfolio over to the new recycled packaging; it is a process that takes time due to the testing and development involved, but it is an important goal that we have.”**



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