

This jury statement has been translated from the German original from the website for the German Sustainability Award.

<https://www.nachhaltigkeitspreis.de/wettbewerbe/sonderpreis-verpackung/nominierte/profol-gmbh/>

## **German Sustainability Award 2020 Special Prize Packaging**

### **PROFOL GMBH**

Environmental protection and the preservation of nature have always been high priorities for Profol GmbH. The company was founded 40 years ago with the aim of offering cast polypropylene (CPP) as a more ecological alternative to the office supplies market, which was then dominated by PVC films. With the 100% recyclable film for stand-up pouches (CPPouch), Profol won the German Packaging Award in the sustainability category in 2018.

With CPPeel, Profol has developed a film for lids – for yogurt cups, for example – made of polypropylene (PP). Overall, the lids have significant environmental advantages over the usual aluminum lids. According to the manufacturer, the production of a PP lid requires only about one tenth of the energy required for a conventional aluminum lid. The production of aluminum requires bauxite, the degradation of which has a variety of negative effects on the environment.

From the point of view of sustainability, the avoidance of packaging and packaging materials of all kinds is of course a top priority. However, if packaging is required, the overall packaging solution should have the least possible negative impact on the environment. Important criteria here are the energy, raw material and water requirements, packaging recyclability, and protection of the packaged product.

Yogurt cups with PP lids can be made entirely from one material – a big advantage over cups that may look environmentally friendly at first glance but are not. Plastic cups with cardboard coating and aluminum lid or aluminum-paper composite lid are not an environmentally friendly solution.

The use of Profol's PP lid increases the recyclability of the yogurt cup, as the cup and lid do not have to be separated before disposal, which increases the recycling rate. The situation is different for cups with aluminum lids: If the lid is not completely removed from the cup, the cup and lid usually end up together in the aluminum fraction in the waste sorting plant. The plastic is therefore lost for recycling.

The cups with PP lids have not only the direct environmental advantages mentioned above, but also direct advantages: The "puncture resistance" is considerably higher than with aluminum lids. This means that fewer lids are damaged, which reduces food losses. This is an ecological advantage, especially for dairy products.

The jury therefore honors this lid from Profol GmbH with the special packaging award of the German Sustainability Award.