



rPET CUP RECYCLING LOOP

**Austrian school milk in
recycled and recyclable cups**



” It is a very good feeling to process the milk from our cows ourselves and to directly provide it to our customers in one of the most sustainable packaging options. In this way, the customer also becomes part of the loop.

JOHANNES STROBL
CHAIRMAN, UPPER AUSTRIAN
SCHOOL MILK FARMERS

Food packaging made from white PET is a valuable secondary raw material. Our vision is to establish the collection and recycling of white rPET.

MARKUS NEUDORFER
MANAGING PARTNER
PET-MAN GMBH



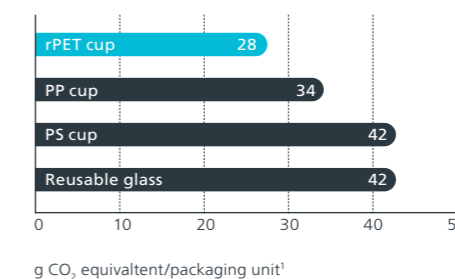
It is a world premiere: Austrian dairy farmers now pack school milk in unprinted cups made from 100% recycled PET. After their use, the cups are collected at the schools and are then recycled with Starlinger viscotec equipment and technology. From the recycled material, new sustainable cups are made. Starlinger viscotec partnered with Austrian dairy farmers, the sheet manufacturer PET-MAN GmbH, and Greiner Packaging GmbH to develop the rPET cup packaging innovation. The project is first of its kind and marks the pathway towards circular packaging solutions for the dairy industry.

100% rPET - 100% recyclable
Plastics do not have a good reputation in the public eye. With recycled plastics, however, high packaging

quality meets an excellent eco-balance. The rPET cup is a local product that is 100% recyclable. In comparison to glass bottles, rPET cups need less energy throughout production, they are lighter and require less energy to be cleaned. Overall, the new rPET cups cause one-third less CO₂ emissions than glass bottles. In addition, no “new plastics” are being used. Therefore, not only the material but also the recycling loop makes the new rPET cups the most sustainable alternative!

We closed the recycling loop
School milk producers from Upper Austria fill their products into rPET cups, deliver these to the schools and take the used packaging back. The recycled material is then used to produce sustainable cups again. The cups are fully recyclable since they are not printed nor coated with other plastics. A closed recycling loop for school milk packaging has been created. Consumers, farmers, project partners, and packaging manufacturers work together to complete the recycling loop and avoid creating new plastic waste.

Yes, it is possible!
In spring 2021, the Upper Austrian school milk farmers started to deliver their products in the new rPET cups – and received an overwhelming positive feedback from their customers.



¹Source: c7consult, Dec 2020, study available for download at www.rPET-cup.com