

Are you responsible for plastic packaging?

Issued by [Mpact](#)

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Bear with us as we take the opportunity to say it as it is: *You should be part of the plastic packaging solution.* The 'how' may be a bit more complex and depends on *who* you are and where you fit into the value chain, of course.

The packaging value chain is complex and all industry stakeholders, including you, have to take responsibility in order to contribute sustainably. Various packaging mediums, including most plastics, are arguably here to stay, [for good reason](#) but a shift in attitude and behaviours toward recycling is paramount in achieving a circular economy.



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Where you fit into the waste stream

A good waste management system has a strong focus on separating at source (yes, that is you, consumer) and a fair level of knowledge and awareness amongst all stakeholders. Let's turn our focus to understanding how each individual can support the solution:





Secondary markets

CLICK HERE

to view an example of
PET beverage bottles being
recycled into thermoformed
grape punnets.

Design for recyclability



CLICK HERE

to view our
'design for recyclability'
guidelines.

To who is the finger pointing now?

Yes, we know roles will be unclear at times, legislation won't be perfect, infrastructure will take time to develop and greenwashing exists but, in conclusion, ask yourself this vital question: **If packaging producers are being held to high standards by society, what is society (AKA: you) doing to play your part in achieving smarter, sustainable solutions?**

" Consumers can play a role in sustainable environmental practices 14 May 2024

" The value of plastic waste 24 Apr 2024

" The relationship between packaging and food waste 26 Mar 2024

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▪ **Smart sustainable packaging solutions demonstrated** 24 Nov 2023

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Mpact is the largest paper and plastics packaging and recycling business in Southern Africa. Our integrated business model is uniquely focused on closing the loop in plastic and paper packaging through recycling and beneficiation of recyclables.

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