

# clearwater organic dairy

007-06



## Clearwater Organic Dairy Cream Top Yoghurt Tub



### ENTRANT

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### CATEGORIES ENTERED

Environmental Impact



Educational / Promotional

Encouraging  
Materials Recovery



Recover NZ  
reduce - reuse - recycle

Improved  
Consumer Information and  
Involvement



Innovation in Design



Plastic Packaging



Recovered Packaging Materials



### SPECIAL FEATURES



Clearwater Cream Top Yoghurt is "set in the pot" therefore the packaging must be produced, delivered and stored in a way that ensures no contamination. The product requires 3 weeks shelf life, so packaging has to withstand rigours of transport, temperature variation and handling.



Container shape and size are important. It must fit easily into the fridge both on shelf or in the door area and be attractive enough to bring straight to the table. The empty tub may be kept for secondary uses prior to being returned for recycling.



Not all councils recycle polypropylene pots therefore Clearwater Organic insist their retailers accept returned tubs. Tub is then returned to Clearwater Organic providing customers a convenient way to recycle - close the loop.



Message on pot reads - "Designed to be recyclable. Return the clean container to your retailer and we will collect for recycling"



The tub is printed saving additional label resources and increases recycling options.



Empty tubs are accumulated. Handles (non food contact) are removed, washed and reused. Once there is enough quantity the tubs are sent to Range Plastics where they are shredded and reused in other products

