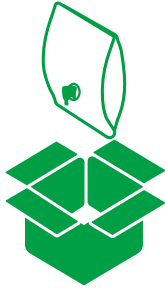


 Smurfit Kappa



TECHNICAL DEVELOPMENTS

NATURAL VITOP®

NO CARBON BLACK COLOURANT IN THE VITOP® NATURAL TAP

The new Natural Vitop® does not contain any black colourant – the body is translucent and the cap and wings are red.

In countries where flexible packaging is widely collected, sorted and recycled, Natural Vitop® increases the probability of our bags being correctly sorted and recycled.

Natural Vitop® possesses all the technical qualities of Vitop® Original, while correcting its environmental shortcomings.



Carbon black cannot be detected by NIR optical devices, which prevents proper sorting of plastics

Black plastic packaging is typically coloured using carbon black pigments. Because these pigments absorb infra-red light, the black packs are not detected – and therefore not sorted – by the NIR (Near Infra-Red) sorting equipment widely used in sorting facilities. This is particularly problematic for completely black packaging such as trays, which is why many authorities on plastic packaging resource management such as Recoup in the UK are advising decision makers to avoid black plastic where possible.

Although, even with the presence of carbon black in the tap, our bags are correctly sorted as PE, due to the large surface area of the film, we want to comply with the recommendations and completely remove carbon black.



Carbon black reduces the quality of recyclates

Carbon black is undesirable during recycling because it makes plastic recyclates an unattractive grey colour. Natural Vitop® enables the recycled plastic to be clearer and therefore of higher value, thus improving the circularity of our packaging.

In addition, the absence of carbon black means that, in the recycling plant, the PP parts in our tap can be properly separated from the PE parts after crushing. It prevents contamination of the PE stream and allows the valorisation of PP parts.

As Natural Vitop® is a brand-new product on the market, additional operations are required to produce it accurately .

- Relatively small-scale production means that Natural Vitop® must be produced on smaller machines, with smaller moulds.
- Changing production from Original to Natural Vitop® requires thorough and time-consuming cleaning of our machines in order to obtain the perfect colour.
- During the assembly phase, hoppers and other automatic transfer systems must be completely emptied whenever Natural Vitop® is produced.
- Production of Natural Vitop® automatically doubles the number of references in stock, which has significant impacts on inventory and on the entire production flow.

For further information, please read our 'Circular Economy' and 'Our Actions' brochures.