



Separating fact from fiction: The truth behind sustainable plastic multipacking



Let’s face it – plastic has a big environmental impact – making it a long-standing enemy of today’s eco-conscious consumers:

45.4%

believe that helping the environment is important¹

54.9%

always try to recycle¹

50.5%

would pay more for an eco-friendly product¹

But plastic’s convenience, durability and performance make it indispensable across different sectors -

85%

of industry professionals agree that plastics are essential to the supply chain.²



Which raises the big question:

How can we live sustainably with plastic?

When sourced and managed responsibly, recycled and recyclable plastic options like recycled high-density polyethylene (rHDPE) can actively help brands reduce their environmental impact. However, they must first address consumer reservations and popular misconceptions around plastic materials...

Debunking 5 common myths about plastic

Myth 1

‘All plastic is *bad*’

Plastic has been painted as an environmental villain, but when used responsibly, it can be a highly viable sustainable choice compared to other materials. For instance, did you know that the same [rHDPE handle can be recycled up to 10 times on its own](#), or virtually indefinitely when blended with new materials during recycling?^{3,4}



Myth 2

‘Recycled plastic is still not environmentally friendly’

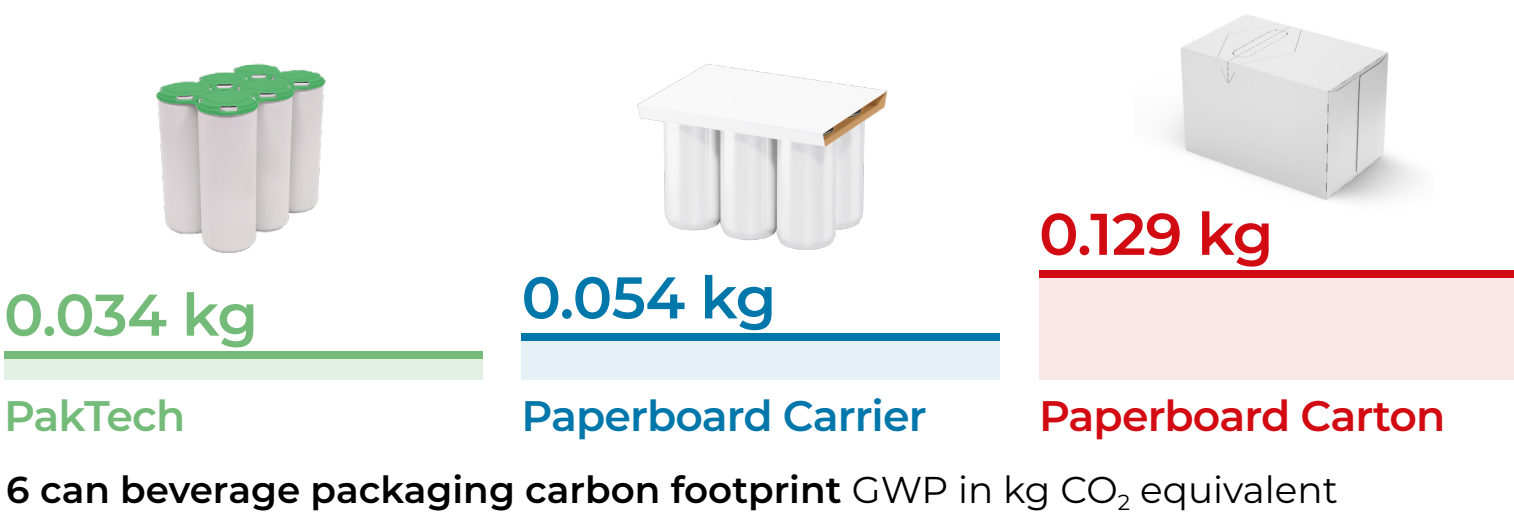
Wrong – if beverage manufacturers switched from paperboard to rHDPE packaging, they could achieve ~2-5 times lower Global Warming Potential (GWP).⁵



Myth 3

‘Fibre is always greener’

Not so fast! PakTech’s 100% rHDPE handles have the lowest carbon footprint in relation to paperboard carriers and cartons.⁵



Myth 4

‘Fibre and plastic perform equally well’

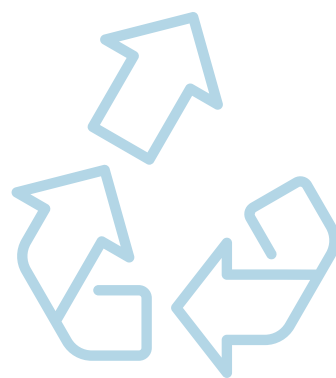
Not quite. rHDPE is strong and durable, whereas fibre-based packaging materials exhibit moisture sensitivity and are susceptible to crushing, resulting in higher product failure rates.



Myth 5

‘If it’s sustainable and recycled, it can’t be strong’

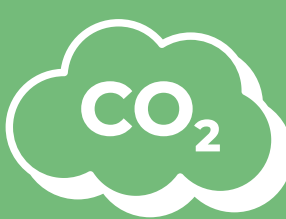
PakTech’s 100% rHDPE handles can withstand extreme conditions without compromising functionality, so no product gets lost.



Join the future where packaging doesn’t add to the problem, it’s part of the solution

At PakTech, we do plastic differently – we don’t just recycle it – we rescue it. Our rHDPE handles are 100% recycled from repurposed milk jugs and other household containers and are fully recyclable for another life.

Compared to conventional plastic, making our secondary multipacking handles from rHDPE reduces:



Greenhouse gases by

78%



Energy use by

90%



Virgin petroleum use by

100%

Ready to futureproof your packaging with PakTech?

