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Ritrama's production site in Chile has started a business partnership with a recycling company in the country that will see PET liners transformed into clamshells and trays for packaging. This new PET recycling option provides label printers and brand end users in the beverage, home and personal care markets with a sustainable recycling option for PET release liners once these have been used as carriers of PSA labels. The self-adhesive material manufacturer says this initiative is of clear environmental benefit as it offers cost and waste savings in the use of the end product. Its high RPET (post-consumer recycled material) content helps to reduce carbon footprints.

Ritrama Chile will propose the PET recycling option to all its customers, and if successful the system could be implemented in other geographical areas. The collection of the waste material is arranged through local waste disposal services.

A Ritrama spokesperson commented: 'Increased awareness among consumers regarding the impact of everyday items on the environment has led to a greater need for greener packaging options to sustain a healthier future. Ritrama Group considers environmental policies an essential part of its sustainable development and is committed to continually implement these in all it does. The development in Chile is an important step in the group's commitment to further promote initiatives towards a more sustainable labeling process through its worldwide production and distribution network.'