



# MUSGRAVE: FRESH PRODUCE TRAYS - DESIGN FOR RECYCLING

## THE IMPROVEMENT

As part of their overall sustainability strategy, Musgrave aims to ensure that 100% of their Own Brand and fresh produce packaging is recyclable, reusable or compostable by 2025.

Musgrave have already commenced the process and are already taking steps to make their plastics easier to recycle. As part of that process Musgrave have worked closely with Repak's Prevent & Save Team to examine ways to improve the end of life recyclability of their packaging.

## THE CHANGE

During the sorting of plastic packaging for recycling, black plastic trays and other types of plastic packaging that contains carbon black masterbatch can often be more difficult to detect by the Near Infrared (NIR) detection equipment used in Material Recovery Facilities. This can create some challenges in capturing these for recycling.

Repak's Prevent & Save team recommended that Musgrave examine what clear or alternative NIR detectable colour options are available from Musgrave's suppliers.

By changing some of their fresh produce packs from a black plastic tray, containing carbon black masterbatch to a bright blue or clear tray, Musgrave are aiding the sorting of pots, tubs and trays at recycling facilities.

## THE BENEFITS

- Change implemented on 44 fruit and vegetable products across both the SuperValu and Centra range.
- Increases the potential to capture more of the 10.1 million or 459,792 kgs of trays used in the category for recycling on an annual basis.
- Reduced plastic waste at Material Recovery Facilities.

*Musgrave*



**SuperValu**  
**Baby button mushrooms**

Hand picked from our grower to our stores within 24 hours



Wash or wipe before use  
Cook thoroughly before consuming

Best kept refrigerated after purchase

Best Before

**07.08.18**

Grower

John Kerrigan,  
Kells, Co. Meath

Weight

PN 789

**150g e**



See reverse of label for further information. Specially produced for:  
Musgrave Retail Partners Ireland, Tramore Road, Cork, Ireland. ROI: 1850 211 840