

Celebration Packaging's EnviroWare® hot drinks cups are now certified 100% recyclable

10 months ago



[Celebration Packaging](#)'s EnviroWare® bamboo fibre double wall hot drink cups and double wall Leaf 2 hot drink cups are now also certified as 100% recyclable in normal paper mills.

"When we created the EnviroWare® brand, over 17 years ago, our declared mission was to seek out more sustainable packaging solutions," says Celebration Packaging Managing Director Nick Burton. "We have always believed that when sourcing sustainable packaging, the provenance of the raw materials is paramount – but ensuring that it can be properly disposed of at its end-of-life is equally important. Obtaining certification to prove that our products are 100% recyclable is therefore crucial."

Using the recyclability assessment method of EN13430 with testing based on the Confederation of European Paper Industries Recyclability Test Method Version 2 (2022) for fibre-based packaging products and materials, the cups have been confirmed as 100% recyclable in standard paper mills, so they don't have to be sent to specialist facilities.

Celebration Packaging's EnviroWare® bamboo fibre double-wall hot drink cups are made from Forest Stewardship Council® certified bamboo fibre – with an aqueous-based lining, while the EnviroWare® Leaf 2 paper hot drink cups are made from FSC® certified material with a plant-based lining.

Alongside the 'Recycle' logo, both types of cups feature the Din Certco seedling logo, as they are certified commercially compostable (DIN EN 13432:2000-12) – and both carry the messages: "Recycle with paper or

compost commercially”, and “Made from sustainable renewable resources”.

The importance of certification

“Earlier this year, we commissioned Sapio Research to conduct a survey looking at consumer understanding of logos and terminology used for disposable foodservice packaging,” says Nick Burton. “The survey showed that 68% of consumers think that it is very or extremely important that food and drink packaging is certified recyclable, and over three fifths (61%) said that information on packaging is what they rely on the most to keep them informed about its correct disposal, underwriting the importance of it being properly certified.

“Celebration Packaging has always invested in accreditations and certifications which we take very seriously, so that when we make environmental and sustainably claims, we can always back them up. This sets us apart from many of our competitors, while also giving our customers confidence to help them on their sustainability journey.

“If foodservice operators are looking to improve their sustainability credentials, they need to work with a consultative supplier to ensure that they’re choosing the right packaging – that is functional, fit for purpose, popular with consumers and above all, sustainable,” concludes Nick Burton.