

Prevention

Preventing Packaging Waste by Design

<http://www.halenmon.com>

Anglesey, North Wales, United Kingdom

Reducing food packaging by over 50% prevents material fated for waste from entering the value chain

Halen Môn (Anglesey Sea Salt Company Ltd) used to package their salt and pepper range in foil lined cardboard tubes with metal or plastic ends.

Supported through the Waste and Resources Action Programme (WRAP) innovation voucher scheme, C-Tech Innovation worked with Halen Môn to perform a thorough analysis of their requirements and the potential options, using an approach informed by life-cycle thinking. Through this the team identified a solution based on re-sealable pouches with distinctive cardboard headers that are both powerful on the shelves and use 50% less material.

Halen Môn are now looking at rolling out the new packaging to their full product range.



“This will help increase our profile on shelf, save CO₂ and packaging waste, reduce stock holding costs and improve our lead time to deliver orders to customers. We are making real strides in sustainability.”

- David Lea-Wilson
Partner
Halen Môn

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