

INLINE PLASTICS RECEIVES RECYCLED MATERIAL CERTIFICATION FROM INDEPENDENT AUDITOR FOR PET PRODUCT LINE

Utilizing recyclable PET products is crucial for restaurant and food service operators in aligning with their green and sustainable agenda. PET is an acronym for polyethylene terephthalate, a type of plastic made from recycled plastic. By choosing properly produced recyclable packaging items, operators demonstrate their commitment to reducing waste and minimizing their environmental impact.

This not only resonates with environmentally conscious customers but also sets a positive example for the communities they serve. Additionally, using recyclable PET products can help restaurants and food service operators save costs in the long run by reducing waste disposal fees and potentially attracting more environmentally conscious customers.

CT based Inline Plastics set a goal in 2020 to provide the restaurant and food-

service professional those packaging solutions. To accomplish that mission, Inline Plastics launched their reborn PET material which utilizes post-consumer content made from the latest recycling technology, Advanced Recycling. Currently, all their PET products contain 10% reborn post-consumer material.

With sustainability awareness on the rise and a whirlwind of unsubstantiated claims in the industry, Inline believes it is important to have this claim verified by an independent source. SCS Global Services (SCS), a global leader in sustainability standards and third-party verifications, recently certified the company's claim that all their PET products are 'Made with 10% Post-Consumer Recycled PET'.

"We believe that integrity and transparency are an important part of doing business and this is why we retained SCS Global Services, to certify our post-consumer recycled material claim," noted

"The lack of standardized definitions and criteria for terms like "sustainable", "recyclable", and "compostable" are often confusing to consumers making it difficult to discern which products are genuinely environmentally friendly, leading to skepticism, undermining trust in sustainability initiatives." — Carrie Cline

Tom Orkisz, Chairman and CEO of Inline Plastics.

To achieve certification, SCS conducts an independent third-party audit of the organization and the product(s) with recycled content. The audit checks for manufacturing data, processes, chain of custody procedures, material quantification and mass-balance calculations to determine conformance to the SCS Recycled Content Standard*. "By releasing all of our data for an objective and impartial analysis, customers can be confident and trust that we're a brand who delivers on our claims," Orkisz concluded.

SCS Global Services (SCS), has been providing global leadership in third-party quality, environmental and sustainability verification, certification, auditing, testing, and standards development for three decades. Its programs span a cross-section of industries, recognizing achievements in green building, product manufacturing, food and agriculture, forestry, power generation, retail, and more. Consistent with its mission, SCS is a chartered benefit corporation, reflecting its commitment to socially and environmentally responsible business practices.

As part of this certification, Inline Plastic's Essentials® and Safe-T-Fresh® product lines are now included in the SCS Green Products Guide, an online directory for SCS certified green products.

"Achieving this certification means that Inline Plastics is verifiably creating products that incorporate recycled material, which reduces waste to landfills and allows consumers more product choices that are environmentally responsible," said Nicole Munoz, VP of Environmental Certification Services at



Carrie Cline, Senior Brand Manager



MADE WITH RECYCLED PET
10% POST-CONSUMER

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SCS. “SCS applauds their organization in achieving third-party certification to ensure credibility of their product claims.”

Inline has begun incorporating the SCS certification mark on its website, marketing and sales materials, and packaging to increase customer and consumer awareness. The official certification reads, “SCS RECYCLED MATERIAL CERTIFIED. Conforms to SCS Recycled Content Standard V7-0 for a Made with 10% Post-Consumer Recycled PET based on a dry weight basis.”

With that level of commitment to providing the restaurant and foodservice community with green and sustainable solutions, Total Food Service sought to take a deeper dive to focus on what’s next in packaging. TFS visited with Carrie Cline, Inline Plastics’ Senior Brand Manager to get her thoughts on what lies ahead as takeout and delivery continues to grow in all segments of the industry.

Can you share your background prior to joining the Inline Plastics team? What attracted you to the opportunity at Inline Plastics?

My background includes managing core product lines for large fortune 500, B2B companies, as well as directing product development for web based B2C companies. With Inline, I entered the manufacturing space as a Senior Product Manager. What I have enjoyed the most is the innovation and nimbleness of the company in developing solutions. Inline is a private, family run company with a high paced environment and a blue ocean mentality that provides exciting challenges. I am now leading the Branding team as Senior Brand Manager and loving every minute of it!

Can you tell us more about reborn PET material that Inline Plastics launched in 2020? What are its key features and benefits?

In 2020 we launched our reborn initiative, adding 10% post-consumer (PCR) to all our products. What makes this different is how the PCR is recycled. The PCR flake is broken down to the molecular level - and then polymerized with virgin ones - also known as - Chemical recycling. Using a proprietary process,

called ‘Direct to Sheet,’ a high performing material is generated, called rDPET™ (recycled Direct to Sheet PET). This process eliminates several energy intensive steps, significantly reducing the carbon footprint and making rDPET™ the greenest recycled PET material in the market.

Using chemical recycling, coupled with the patented sheet process creates the highest clarity material, free from tints, dyes, and inclusions like other recycled material options. The material remains pliable, allowing thermoforming to be more exact and efficient with less waste. The result - high quality products with well-formed seals, which extends shelf life, further contributing to sustainability.

How does the use of post-consumer content in your PET products contribute to sustainability efforts?

Utilizing post-consumer content reduces the need for virgin materials and diverts materials from landfills. By using materials that have already been used and recycled, it helps to close the loop in the recycling process, minimizing the environmental impact.

What motivated Inline Plastics to seek third-party verification for the claim that all your PET products are made with 10%-consumer recycled PET?

We see a lot of sustainability claims in the market that are unsubstantiated. Some companies make exaggerated claims as part of their marketing tactics that are misleading, called greenwashing. The lack of standardized definitions and criteria for terms like “sustainable,” “recyclable,” and “compostable” are often confusing to consumers making it difficult to discern which products are genuinely environmentally friendly, leading to skepticism, undermining trust in sustainability initiatives. Integrity and transparency are an important part of the way we do business. There are very few companies in the industry who share the data necessary to acquire a third-party certification. We felt it was important to verify our post-consumer content so our customers, consumers, and the industry can be confident and trust that we are a sustainability partner who delivers on our claims.

Could you explain the process of certification by SCS Global Services? What criteria did Inline Plastics have to meet to achieve this certification?

To receive a certification, our teams worked closely with SCS, providing details of our supply chain and operations by location. Data provided and reviewed was extensive. To avoid misrepresenting the operations of SCS, it is best to follow the link to their website <https://www.scsglobalservices.com/services/recycled-content-certification>, and review information listed under ‘Process’ section of their page.

How does the SCS certification mark on your website, marketing materials, and packaging help increase customer and consumer awareness?

The SCS Global certification mark is an easily identifiable ecolabel consumers and customers recognize as a validation of outstanding achievement in environmental stewardship, social responsibility, and quality. It’s a quick, visual reminder of our commitment to sustainability.

What role does integrity and transparency play in Inline Plastics’ business philosophy? How does this commitment benefit your customers?

With over half-a-century in business, our longevity is directly connected to our integrity and transparency as a business partner our customers trust. We deliver innovative, high-quality products, along with effective solutions that meet emerging market demands. Our products are exactly what we claim they are. Our customers always come first, and this is just one more way our teams are proving it, day in and day out.

Can you share any insights into the manufacturing data, processes, and chain of custody procedures that were evaluated during the SCS audit?

We will let SCS Global speak to their audit process to make sure we do not misrepresent their procedures. If interested, we can arrange an introduction to SCS Global and they can review their programs in detail.

How important is it for Inline Plastics to help combat unsubstantiated claims in the industry and provide verifiable proof of your sustainability efforts?

As an industry leader, it is important for Inline to set the standard for acceptable sustainability business practices and be on record as willing to allow third-party auditors to verify our claims and processes. We lead by example.

In what ways will the inclusion of Inline Plastics’ Essentials® and Safe-T-Fresh® product lines in the SCS Green Products Guide benefit your customers and the industry as a whole?

The entire packaging industry benefits by expanding awareness that sustainable product options are not only available, but are some of the highest quality, best performing products in the marketplace. There is no need to sacrifice. Our customers can have both.

Looking ahead, what are Inline Plastics’ future plans for sustainability and incorporating more recycled materials in your products?

This is only the beginning. Inline’s Innovation Center and team of R&D experts are already hard at work on creating new packaging that combine creative solutions with the latest technologies to meet marketplace demands. We foresee post-consumer content only growing as a part of our already extensive portfolio of product families.

Cline and the Inline Plastics team continue to design and manufacture packaging solutions that keep food products safe, fresh, and enhance shelf merchandising. Their Safe-T-Fresh® line, a tamper-resistant and tamper-evident product is an industry leader that utilizes their patented tear-strip technology, providing retailers and consumers with greater product protection. The company also offers the most complete line of automated equipment to close, lock and label their containers. Headquartered in Shelton, CT, Inline Plastics celebrated its 50th Anniversary in 2018. For more information on their vast line of award-winning products, visit inlineplastics.com.