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Mondi introduces recyclable paper-based bread packaging

The final packaging keeps the bread fresh, soft and moist while offering a recyclable alternative to the previous unrecyclable packaging

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MNDPR300a_56161617

WordPress post #33155

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Mondi, a global leader in sustainable packaging and paper, is partnering with Welton, Bibby and Baron, a leading packaging supplier to the UK food and FMCG markets, to introduce recyclable paper-based bread bags to retail shelves.

WBB is converting Mondi's FunctionalBarrier Paper Reduce to create brown and white paper bags for different pre-packed fresh bread products. Mondi produces the strong base kraft paper from responsibly sourced fibres and coats it in-house to ensure the final packaging's essential barrier properties.

FunctionalBarrier Paper Reduce is the thinnest paper possible in Mondi's barrier paper range, offering the strength needed for higher filling weights while delivering superb food-compliant protection against water vapour, grease and moisture. The final packaging keeps the bread fresh, soft and moist while offering a recyclable alternative to the previous unrecyclable packaging.

Both bags have a premium appearance with windows so that consumers can easily see the bread inside and at the same time support the recyclability of the packaging: the brown bag has a glassine window which can be disposed of in the paper bin and recycled together with the bag. The white bag comes with a detachable film window that can be separated easily from the paper part and disposed of in separate recycling bins by the end consumer. The paper bags qualify for a recycling label from the On-Pack Recycling Label Scheme (OPRL) and can be conveniently recycled via kerbside collection by consumers across the UK.

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