



## The recovery of Tetra Pak® cartons

Recycling packaging is a virtuous system that makes it possible to recover resources for new materials and products, reducing environmental impact and promoting the circular economy.

Thanks to the separate collection system, beverage and food cartons can also be recycled through industrial processes that enhance both the cellulose component and the plastic-and-aluminum part, known as “polyAl.”

In particular, polyAl can be reprocessed and converted into a recycled granule within a controlled and traceable supply chain, so it can be used as a new raw material and reintroduced into production cycles.



In collaboration with



Plastimark, in collaboration with Tetra Pak®, uses this material to create AluNova, a high-performance plastic compound designed for practical applications in the retail sector.

Choosing products made with recycled materials from this supply chain allows retailers to make a concrete contribution to reducing the environmental footprint of their stores, improving corporate positioning and meeting the expectations of increasingly environmentally conscious consumers.

## Plastimark® AluNova can:

- Integrate materials obtained from the recycling of beverage and food cartons
- Guarantee a recycled material content certified by Remade®
- Maintain excellent technical and mechanical performance
- Support the development of innovative shopping baskets
- Contribute concretely to waste reduction and environmental protection

## Why AluNova?

Choosing AluNova means opting for an innovative, traceable, and high-quality solution, born from the collaboration between leading companies in their sector, such as Tetra Pak and Plastimark.

AluNova makes it possible to create reliable and durable products, supporting the circular economy and offering a competitive advantage to those who want to combine design, functionality, and environmental responsibility.

**ALUNOVA:  
A NEW LIFE,  
A NEW FORM,  
A NEW IMPACT**



In the range of baskets, Plastimark® AluNova is available for the body\* of:



\*The material obtained from recycling Tetra Pak packaging is used at 30% in the manufacturing of the basket bodies.



Member of  
 **GIORDANO**  
HOLDING

### PLASTIMARK S.p.A.

Via Bernezzo, 47  
12023 CARAGLIO  
Cuneo - Italy  
tel: +39 0171 61.86.30  
email: [staff@plastimark.com](mailto:staff@plastimark.com)

f in @ ▶



[www.plastimark.com](http://www.plastimark.com)