



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:



MiniTyko 22 L

Recycled material equivalent to
19 beverage cartons (1L)



Tyko 33 L

Recycled material equivalent to
29 beverage cartons (1L)



Onda 28 L

Recycled material equivalent to
24 beverage cartons (1L)



Speesy 45 L

Recycled material equivalent to
47 beverage cartons (1L)



Slimmer 60 L

Recycled material equivalent to
75 beverage cartons (1L)



MaxiTyko 66 L

Recycled material equivalent to
79 beverage cartons (1L)

*The material obtained from food and beverage cartons recycling is used at 30% in the manufacturing of the basket bodies.



Member of
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HOLDING

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