

Politically correct chocolate trays

Packaging - April 2004

Cadbury Schweppes Australia is to package its new range of milk tray chocolates in plastic, made from corn (maize). The developer, packaging firm Plantic Technologies, says the corn used is non-genetically modified and the trays are non-toxic and biodegradable. Plantic won the Cryovac Innovation Award at the recent Australian Packaging Awards. It says the trays look and feel just like normal plastic, biodegrade as quickly and effectively as any household leftover food scraps, for instance, and dissolve on contact with water. In contrast, Plantic says, conventional plastics used in chocolate trays can take hundreds or thousands of years to degrade. Plantic says that it takes less than one cob of maize to make one tray.
Plantic: www.plantic.com.au