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DOUBLE TRIUMPH FOR APPE U.K. AT INDUSTRY AWARDS

Packaging solutions specialist APPE has been recognised for both its innovate product development and sustainability achievements at the recent Plastics Industry Awards 2012.

The company, the packaging division of LSB and a European leader of rigid plastic packaging solutions, took the awards for Best Environmental or Energy Efficiency Programme for its energy reduction plan and environmental strategy, and Best Business Initiative for its new hot-fill pasteurisable PET jar.

In the Best Environmental or Energy Efficiency category, APPE was recognised for the various measures it is taking to reduce energy consumption and material usage and to implement recycling initiatives, which has already contributed to a 23% reduction in waste.

The company's wide-mouth 'glass-look' PET jar, which can be hot filled to 95°C, took the Business Initiative award as a major technological step forward in PET, which the judges said could help APPE "make genuine gains in market share thanks to its offering of environmental as well as safety and cost benefits". The high clarity jar in a variety of designs is suitable for products such as sauces, tomato based foods, jams, pickles and vegetables.

Launched in 2011 and known as the Oscars of the UK plastic industry, the Plastic Industry Awards are firmly established as the most respected accolade in the industry, rewarding excellence in materials usage, design and manufacturing as well as training and environmental performance. APPE was short-listed in four categories and was the only company to win more than one award.

"Winning both these awards is a tremendous achievement and a fitting tribute to the knowledge, expertise and hard work of everyone within the business," comments Chris Brown, Business Unit Director of APPE U.K.

"Equally important, the two awards aptly demonstrate how we are able to combine innovation in product development with effective environmental practices and underline how plastic is very much the packaging material for the future"

APPE PACKAGING

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