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Protective packaging offers enormous environmental benefits

FP International has launched two environmentally friendly protective packaging lines, adding to its reputation for developing innovative ways to reduce the ecological impact of its products. The products, FLO-PAK GREEN polystyrene loosefill and CELL-O GREEN air cushion, form part of the company's Green Family.



The Green Family is the umbrella brand under which FP markets its ecological products. The brand stands for reducing, re-using and recycling. Even if none of these is possible, Green Family products have a 'back-up system' in place – degradation.

Green Family products meet the stringent demands of EN13427 Standard for Packaging and Packaging Waste as tested by Pira International.

Both products in the Green Family – FLO-PAK GREEN and CELL-O GREEN – address every stage of the waste management hierarchy from manufacturing to disposal.

FLO-PAK GREEN is the first ever degradable expanded polystyrene (EPS) loosefill on the market. Manufactured from 100% recycled polystyrene, it can be recycled and reused many times, reducing the need for energy-intensive manufacturing processes to produce new loosefill.

However, in the presence of micro-organisms found within water, earth or waste, FLO-PAK GREEN will degrade within nine to 60 months to carbon dioxide, water and inert humus soil without leaving any harmful heavy metals or toxic chemicals behind.

FLO-PAK GREEN is also dust-free, making it ideal for use in automatic delivery systems. Its lightweight interlocking figure-eight shapes flow for perfect protection and quick packing. It doesn't chip or break and prevents shipped items shifting in the box so they arrive safely. FLO-PAK GREEN is lighter than starch loosefill or paper, ensuring lower transportation costs. It does not attract rodents and its performance is unaffected by environmental humidity.

New air cushion: recyclable, reusable and degradable

The second product introduced as part of FP International's Green Family is CELL-O GREEN, a cost effective, durable and environmentally responsible air cushion that offers superior void-fill and cushioning while also being lightweight, recyclable, reusable and degradable. Sustainable CELL-O GREEN packaging is made with post-consumer recycled HDPE (High Density Polyethylene). It is designed to be reused many times. However, once it has reached the end of its useful life, it can be recycled or incinerated for energy recovery.

Alternatively, CELL-O GREEN can be disposed of in landfill, where it will degrade naturally. Like FLO-PAK GREEN, it contains an additive that does not affect its performance or shelf life, but which allows the product to degrade harmlessly in the presence of micro-organisms in nine to 60 months.

CELL-O GREEN air cushions are used to protect books, cosmetics, engine parts, electronics, pharmaceuticals or any other products. Along with excellent protection, the customer also benefits from reduced packaging. CELL-O GREEN costs less than starch-based air cushions and is easier for packers to use as well as being gentler on their hands than crumpled or padded paper.

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