

# KIND® HEALTHY SNACK BAR WRAPPER

MARS INCORPORATED, LANDBELL GROUP, TAGHLEEF INDUSTRIES & SIT

## CERTIFIED CIRCULAR SABIC® PP FOR BOPP FILM CLOSED LOOP PROJECT

### INDUSTRY CHALLENGE

Reducing the use of fossil-based resources and support full recyclability for packaging, help minimize plastic packaging waste, meet stringent food packaging industry standards without compromising the quality of the packaged content.

### SABIC SOLUTION

SABIC joined forces with MARS and Landbell in an advanced recycling designed to close the loop on flexible packaging using certified circular PP from its TRUCIRCLE™ portfolio. In a joint initiative BOPP film based on SABIC's certified circular PP from feedstock recycling of used plastics is introduced by Mars in the packaging of their KIND® primary healthy snack bar brand. This new flexible BOPP packaging structure is a mono-material solution that facilitates end-of-life recycling in existing collection and conversion operations without compromising quality and processability.



CLOSED LOOP RECYCLING



CERTIFIED CIRCULAR SOLUTION



COMPLIANCE WITH FOOD SAFETY



PROCESSING & RELIABILITY



Enabled by  
TRUCIRCLE™

[CLICK HERE](#) FOR MORE INFORMATION

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The certified products from SABIC's TRUCIRCLE portfolio are being produced through implementation of a mass balance accounting system and they are accredited under the International Sustainability and Carbon Certification Plus (ISCC) scheme.

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