

Front Lines

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FloraLife Goes PCR

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Smithers-Oasis's FloraLife division just announced it's moving toward containers made from post-consumer recycled (PCR) materials. The containers they'll produce will be their 5-, 10- and 20-L containers across all product lines, with other sizes to follow. The containers will first be available in Europe and in Colombia, and will eventually be available globally. The containers available in Europe are made from 100% PCR content and those in Colombia are made with 65% PCR. PCR packaging can itself be put back into the recycling stream at the end of its life.

It's all in an effort to stick with the company's 2025 Sustainability Plan. This is the long-term plan to reduce, re-use, recycle and respect principles in five areas: climate change, water stewardship, product portfolio, sustainable packaging and stakeholder awareness.

FloraLife's Global Product and Sustainability Manager Mark Allen in a press release stated something that I quite like: "We wanted to make sure we weren't just focusing on the end of life of the packaging as there is no guarantee it will be recycled." So true! It's not that people aren't putting items back into the recycling stream, but it's what can then be sold to companies purchasing those recycled items for re-use. Recycling is a complex industry and any way to make it easier is a great idea.

FloraLife's new PCR packaging will be rolled out along with new, rebranded labels in the coming months. Other items that have been rebranded include logos, brand colors, messaging and packaging with a fresh look. It's all for fresh flowers, so it should all have a fresh look! To read about and see the rebranding, head to floralife.com. **GP**