



Trend Watch - April 2013

Materials

Growth Projected In Additives and Barrier Coatings for Plastic Packaging

The global functional additives and barrier coatings market for plastic packaging is projected to reach almost \$3.7bn by 2018, according to a report from SmithersPira.

[Link](#)

Degradable Additives Hinder Recycling, Says Plastic Recyclers Association

The Association of Postconsumer Plastic Recyclers, the trade association of companies that recycle plastic, has reinforced its long-standing opposition to the use of degradable additives in currently and potentially recyclable bottles, containers, and films.

[Link](#)

Debate over Biodegradable Additives vs. Recycling Boils Over In Mexico

A sometimes acrimonious relationship between the biodegrading and recycling lobbies in Mexico has boiled over into a bitter public war of words, in an open letter emailed to plastics industry executives.

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Report: Biodegradable Plastics Demand Growing 15 Percent Annually

Consumer pressure and legislation such as plastic bag bans and global warming initiatives will increase demand for biodegradable plastics, according to a new report.

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Degradability Tests Unique

During the past 15 years, plastic has evolved into the preferred product choice for many packaging applications. During the same time it has also attracted increased scrutiny from consumers and marketers interested in environmentally responsible approaches to plastic packaging applications.

[Link](#)

Recycling

European Group Urges Designers to Focus On Plastics Recycling

European Recyclers Europe (EuPR) will launch new guidelines for plastic packaging recycling next year, claiming that today's packaging designs are threatening the EU recycling targets.

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Shopping Malls Recycling More Plastic Packaging

Concord Mills in Concord, N.C., is the latest Simon-owned outlet mall to start collecting and baling clear plastic packaging materials. The mall's "Plastic Room" has a hydraulic baler that compresses shrink wrap, garment bags and other plastic shipping materials into bales — each one equivalent to 160 pounds of plastic — that are collected for recycling.

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City (NYC) Expands Recycling Program to Include Hard Plastics

The city announced the biggest expansion of its recycling program in 25 years on Wednesday, saying all hard plastics would be accepted. This includes shampoo bottles and clothes hangers as well as countless toys and other household objects.

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Packaging

Plastics Deliver More Choices, Advances in Frozen Foods--With Less Packaging And Food Waste

During the 30th National Frozen Food Month this March, Plastics Make it Possible is honoring innovations in plastics that help deliver convenient and nutritious frozen foods-particularly those innovations that have led to less packaging and food waste.

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Food Packaging Industry Optimistic For Future

Food packaging manufacturers in North America and Europe are confident that sales volumes will improve, according to a new report from the Foodservice Packaging Institute (FPI).

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Terracycle, Kimberly-Clark Partner to Recycle Clean Room Waste

Kimberly-Clark Professional, a division of personal care company that manufacturers contamination control products for laboratories and clean rooms, has partnered with recycling company TerraCycle to launch RightCycle, a recycling program for hard-to-recycle clean room waste such as gloves, hoods, boot covers and other protective clothing.

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