

Nestlé® Australia co-develops recycled plastic wrapper for KitKat

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The prototype *KitKat* wrapper, which aims at closing the loop on recycling soft plastics, has been created by a coalition of companies in Australia with a shared vision. Between them, Nestlé, CurbCycle, iQ Renew, Licella, Viva Energy Australia, LyondellBasell, REDcycle, Taghleef Industries and Amcor brought their individual expertise together to collect and process waste soft plastic, turn it back into oil, and create a food-grade prototype wrapper.

By co-developing recycled plastic packaging, *KitKat* in Australia is one of the first movers in this area. This innovation is driven by Nestlé's pledge to reduce its use of virgin plastics by one-third by 2025.

Sandra Martinez, CEO of Nestlé Australia, said the project had been driven by a shared determination to resolve the soft plastics challenge – and an enormous amount of good will.

Food-grade recycled soft plastic packaging is a key missing link in Australia's bid to improve waste management and build a circular economy, with a lack of both collection and processing infrastructure making it difficult to keep waste out of landfill and impossible to meet demands for packaging with recycled content.