

Coca-Cola HBC inaugurates rPET production plant in Romania

27 October 2023 | News

This initiative also guarantees a constant supply of food-grade recycled plastic, which will help preserve the environment by reusing old containers



This initiative also guarantees a constant supply of food-grade recycled plastic, which will help preserve the environment by reusing old containers

Coca-Cola HBC Romania, have established a unique capability through the installation of a PET flake decontamination unit in their Ploiesti factory. This is the second-largest factory within the Coca-Cola HBC Group. With this new unit, the companies aim to manufacture recycled PET (rPET) in-house. This investment will enable the production of 100 per cent recycled PET (rPET) packaging for Coca-Cola's products, creating a circular packaging economy with reduced carbon emissions. This initiative also guarantees a constant supply of food-grade recycled plastic, which will help preserve the environment by reusing old containers.

"We have a responsibility to contribute to solving the global challenge of packaging waste and we aim to make a change for the better through everything we do: the way our drinks are made, the design of the packaging and what happens to it after what drinks are consumed. This inauguration, as well as the constant innovations and investments over the years, demonstrate our dedication to fulfilling this commitment," said Mark Docherty, General Manager, Coca-Cola Romania

The investment comes in the context of a broad strategy of long-term investment in state-of-the-art equipment with a positive impact on the efficiency of operations and the environment. In the last 5 years, the Coca-Cola system in Romania invested approximately 1 billion lei to improve and expand production capacity. These investments represent an opportunity to create value and further contribute to the local economy by creating new jobs along the value chain and higher revenues for the state budget.