

Coca-Cola's red crates made from 97% recycled plastic in Netherlands

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Coca-Cola Europacific Partners Netherlands has announced that its iconic red crates will now be made with 97 per cent recycled plastic.

This innovative move is a collaboration between CCEP, local recycler Healix and crate producer Schoeller Allibert, using 85 per cent old red crates and 15 per cent recycled tulip nets, which are usually difficult to recycle.

The red crates are specifically designed for the company's returnable glass bottles, which in turn are designed to be reused at least 25 times. The glass bottles are cleaned and refilled in the Coca-Cola factory in Dongen, Brabant, before returning to the Dutch wholesale and hospitality. This goes for all the company's brands in returnable glass, amongst which are Fanta, Sprite and Fuze Tea.

The introduction of these recycled crates is expected to have a significant impact on the Dutch market. This year alone, 150,000 recycled crates will be introduced, to gradually replace the entire fleet of crates in the country as the current crates naturally reach the end of their useful lives.

The move aligns with CCEP's ongoing efforts to reduce its use of virgin plastic. In the Netherlands, the company already uses recycled plastic for its plastic bottles, and transport packaging, and has introduced the Keelclip as a cardboard alternative to plastic shrinks.