

# What is PET?

PET is one of the world's most sustainable packaging materials. Lightweight, versatile, strong and easy to use, this unique resource offers a range of benefits to consumers and the environment.

## But how do you know if something is made from PET?



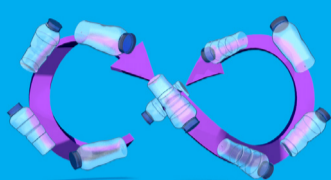
### Simple. Look for the Number 1 Logo.

It will be easy to find as PET is commonly used for our favourite soft drink and water bottles, in addition to a variety of food, beauty and hygiene products.

## What makes PET so sustainable?



PET bottles are made to be remade. They are easily recycled and widely collected, making PET **the most recycled plastic packaging material in Europe.**



PET can be used in closed loop, bottle-to-bottle recycling, with **2 out of every 3 bottles** being recycled in Europe today.

PET can include up to **100% recycled content** and recycled PET products show a **-79% drop in CO2** emissions compared with virgin PET.

By **2025** PET bottles will be made from at least **25%** recycled PET



and **9** out of **10** will be collected for recycling by **2030**.



This target is entirely achievable as currently, due to industry investment, the excess capacity for mechanical recycling sits at

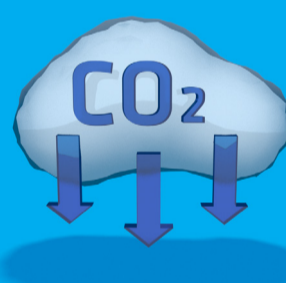
**10-12 billion bottles per year.**

## PET even performs well against competitor materials.

PET generates up to **75% less greenhouse gases** than glass or aluminium beverage packaging.



That's because PET melts at a lower temperature, meaning less energy and fewer emissions.



Choosing PET and recycling it, means **fewer greenhouse gases.**



PET bottles are

**95% lighter**

than glass and aluminium alternatives and due to their light weight, they have the **lowest carbon footprint for transport** among alternative packaging materials.



PET is **shatter-resistant** and **safe** and is used in the **manufacture of medical grade devices**, as well as **personal protective equipment** for medical workers and first responders **in the fight against COVID-19.**

We need to rethink our approach to plastic. Full lifecycle assessments show us that choosing, and recycling PET contributes fewer greenhouse gases and less waste.

**PET is the sustainable choice.**



### Sources



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