

# Let there be a universal recycling language

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Unsure about the difference between 'recyclate',  
'recycled content' and 'recyclable packaging'?

How about 'compostable' and 'biodegradable'?  
What classifies a packaging item to be 'compostable' or 'biodegradable'?

There is no simple answer as to which packaging medium is the best for the environment. Truly sustainable packaging decisions are more complex than simply replacing one material with another. As an example, some materials may enjoy a smaller carbon footprint but require more water or heat to convert, thereby affecting the cradle-to-cradle environmental impact. Being lightweight, durable and flexible, the unique nature of plastics means that it naturally reduces a variety of environmental impacts across resources such as energy, water and greenhouse emissions, compared to its alternatives.

Greenwashing is the act of misleading consumers regarding environmental practices or benefits pertaining to a packaging item or a company's, product or service.

Let's eliminate greenwashing by understanding and using the same terminology.

Learn the truth about [recyclability terms](#) and the [seven sins of greenwashing](#) here:

Click below to learn the truth about



RECYCLABILITY  
TERMS



THE SEVEN SINS  
OF GREENWASHING





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*Mpact Plastics is a leading producer of rigid plastic packaging and cling film in southern Africa. We operate out of nine production centres across the country, providing packaging from plants with relevant certifications. We service the food, beverage, personal care, home care, pharmaceutical, agricultural and retail markets. In upholding company values, and as a supporter of the circular economy, we positively contribute to industry associations, enabling various communities to participate in recycling solutions.*

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#### Mpact



Mpact is the largest paper and plastics packaging and recycling business in Southern Africa. Our integrated business model is uniquely focused on closing the loop in plastic and paper packaging through recycling and beneficiation of recyclables.

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