

Pringles unveils new recyclable paper packaging

14th September, 2020



Creative Commons 2.0
via TheDeliciousLife on flickr.com

The potato chip maker Pringles has improved its packaging. Pringles is well known for its large, round, stacked crisps as well as for its cylindrical container. However, the container has been criticised for being bad for the environment. A

lot of the criticism was because the tube was almost impossible to recycle. The BBC news agency said the container was "a recycler's nightmare". It might have looked simple but it was made up of multiple materials. It had a plastic cap, a metal base, an aluminium tear-off cover and a foil-lined cardboard tube. This all made it nearly impossible for people to separate and recycle the container. The Recycling Association called it one of the "villains" of the recycling world.

Chiefs at Pringles went back to the drawing board to make the packaging easier to recycle. They spent 12 months designing a new tube. This move was part of the company's promise to switch to 100 per cent reusable, recyclable or compostable packaging by the year 2025. A company spokesman said: "We are eager to play our part and reduce our impact on the planet. And Pringles fans expect that of us too. So we've worked hard to come up with this new can, which is widely recyclable and keeps our chips fresh and tasty and protects them from breaking up – which helps to reduce food waste." However, the new design still has a plastic lid. The Recycling Association said this would just add to plastic pollution.

Sources:
bbc.com / bakeryandsnacks.com / esmmagazine.com

Writing

All non-recyclable packaging should be banned. Discuss.

Chat

Talk about these words from the article.

potato chip / recycling / packaging / container / environment / materials / plastic / drawing board / tube / promise / planet / fresh / tasty / fans / food waste / pollution

True / False

- The maker of Pringles has improved the taste of its potato chips. T / F
- Pringles potato chips come in containers that are cylindrical in shape. T / F
- The BBC said many people have nightmares after eating Pringles. T / F
- A recycling association called the Pringles container a "villain". T / F
- Chefs at Pringles went to a drawing board to design a tubular chip. T / F
- Pringles wants to use 100% recyclable packaging by 2025. T / F
- The Pringles container helps to avoid food waste. T / F
- The new Pringles container has a recyclable paper lid. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|--------------------|-----------------|
| 1. maker | a. top |
| 2. recycle | b. bottom |
| 3. base | c. action |
| 4. separate | d. change |
| 5. villains | e. manufacturer |
| 6. move | f. divide |
| 7. switch | g. delicious |
| 8. eager | h. wrongdoers |
| 9. tasty | i. keen |
| 10. lid | j. reuse |

Discussion – Student A

- What do you think about what you read?
- Have you ever gone back to the drawing board?
- Should Pringles be in a tube, box or packet?
- How dangerous is plastic?
- Should we boycott products in non-recyclable packaging?
- What advice do you have for Pringles?
- Why are potato chips so popular?
- What questions would you like to ask the Pringles CEO?

Phrase Match

- | | |
|--|---------------------------|
| 1. The potato chip maker Pringles has | a. designing a new tube |
| 2. cylindrical | b. multiple materials |
| 3. the tube was almost impossible | c. waste |
| 4. it was made up of | d. recycle the container |
| 5. impossible for people to separate and | e. on the planet |
| 6. Chiefs at Pringle went back | f. improved its packaging |
| 7. They spent 12 months | g. compostable packaging |
| 8. reusable, recyclable or | h. container |
| 9. reduce our impact | i. to the drawing board |
| 10. helps to reduce food | j. to recycle |

Discussion – Student B

- What do you think of Pringles?
- Are Pringles crisps or potato chips?
- What do you think of recycling?
- What do you think of the Pringles container?
- What do you think of packaging?
- Should all packaging be 100% recyclable?
- How good are you at recycling?
- What other recycling villains are there?

Spelling

- the container has been ridetsciic
- bad for the eomrnnnveti
- a recycler's magnither
- made up of pueitml materials
- terapsea and recycle the container
- the vilianls of the recycling world
- back to the drawing dboard
- part of the company's orepism
- edrcue our impact on the planet
- Pringles fans etpcex that of us
- helps to reduce food astew
- add to plastic oltoipnlu

Answers – Synonym Match

1. e	2. j	3. b	4. f	5. h
6. c	7. d	8. i	9. g	10. a

Role Play

Role A – Potato Chips

You think potato chips are the best snack. Tell the others three reasons why. Tell them what is wrong with their snacks. Also, tell the others which is the worst of these (and why): raisins, popcorn or nuts.

Role B – Raisins

You think raisins are the best snack. Tell the others three reasons why. Tell them what is wrong with their snacks. Also, tell the others which is the worst of these (and why): potato chips, popcorn or nuts.

Role C – Popcorn

You think popcorn is the best snack. Tell the others three reasons why. Tell them what is wrong with their snacks. Also, tell the others which is the worst of these (and why): raisins, potato chips or nuts.

Role D – Nuts

You think nuts are the best snack. Tell the others three reasons why. Tell them what is wrong with their snacks. Also, tell the others which is the worst of these (and why): raisins, popcorn or potato chips.

Speaking – Snacks

Rank these with your partner. Put the best snacks at the top. Change partners often and share your rankings.

- | | |
|-----------|----------------------|
| • raisins | • potato chips |
| • popcorn | • chocolate biscuits |
| • cheese | • cereal bars |
| • nuts | • candy bar |

Answers – True False

a	F	b	T	c	F	d	T	e	F	f	T	g	T	h	F
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Answers to Phrase Match and Spelling are in the text.