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Pringles unveils new recyclable paper packaging – 14th September, 2020

Level 0

Pringles has made its packaging better. Pringles is famous for its potato chips. However, the tube they come in is bad for the environment. It is made of many things. It has a plastic cap, a metal base, an aluminium cover, and foil-lined cardboard. It is difficult to recycle. The BBC called it "a recycler's nightmare".

Pringles made the tube easier to recycle. It promised 100 per cent recyclable packaging by 2025. It wants to reduce its impact on the planet. It said it has "worked hard to come up with this new can, which is widely recyclable". However, the new tube has a plastic lid. This will add to plastic pollution.

Level 1

Pringles has made its packaging better. Pringles is famous for its potato chips and the tube they come in. However, the tube is bad for the environment. It looks simple, but it is made of many things. It has a plastic cap, a metal base, an aluminium cover, and foil-lined cardboard. It is difficult for people to separate and recycle. The Recycling Association called it one of the "villains" of the recycling world. The BBC called it "a recycler's nightmare".

Pringles made the tube easier to recycle. It promised 100 per cent reusable and recyclable packaging by 2025. A spokesman said: "We are eager to...reduce our impact on the planet....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 tube still has a plastic lid. This will add to plastic pollution.

Level 2

Pringles has improved its packaging. Pringles is well known for its large, round, crisps and their cylindrical container. However, the container is bad for the environment. People criticised the tube because it was almost impossible to recycle. The BBC said the container was "a recycler's nightmare". It might look simple, but it is made up of many materials. It had a plastic cap, a metal base, an aluminium cover, and foil-lined cardboard. This means it is difficult for people to separate and recycle. The Recycling Association called it one of the "villains" of the recycling world.

Pringles went back to the drawing board. It made its packaging easier to recycle. It spent a year designing a new tube. The company promised to change to 100 per cent reusable and recyclable packaging by 2025. A spokesman said: "We are eager to play our part and reduce our impact on the planet....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, which will add to plastic pollution.

Level 3

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.