

Weight Watchers packaging slims down

4 October 2007

H.J. Heinz, who produce the popular Weight Watchers from Heinz food products, have won the Repak Best Packaging Prevention Initiative for 2007.

The award was given for Heinz's ongoing programme to reduce the packaging content of their product - and hence, the amount of packaging waste which needs to be recycled.

In 2006 Heinz launched three packaging prevention initiatives. Weights of plastic trays were reduced, corrugate cases were replaced with shrinkwrap and plastic drums were replaced with returnable containers. These initiatives resulted in savings of 67 tonnes of plastic and 42 tonnes of cardboard. At the awards ceremony held in Dublin on 4 October 2007, Repak CEO Andrew Hetherington said that it was clear that Heinz understands the importance of packaging prevention and is committed to implementing suitable initiatives wherever possible. He commended the Environmental Management Team at Heinz, whom he described as the dedicated and enthusiastic drivers of these initiatives

Heinz has been operating in Ireland since 1993 and now employs more than 400 staff with annual sales of £55 million from a range of prepared frozen meals. Heinz are no strangers to the Repak awards and won the Repak Best Member of the Year Award in 2003 and were shortlisted on two other occasions.