

# K-Plastics' Recycling Journey with AD Circular

K-Plastics Industries, a leading packaging solutions provider, is making waves with AD Circular by reducing waste and disposal costs while enhancing sustainability.



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In the face of pressing environmental challenges, K-Plastics Industries, a subsidiary of Dynapack Asia Group, embarked on an ambitious sustainability journey.

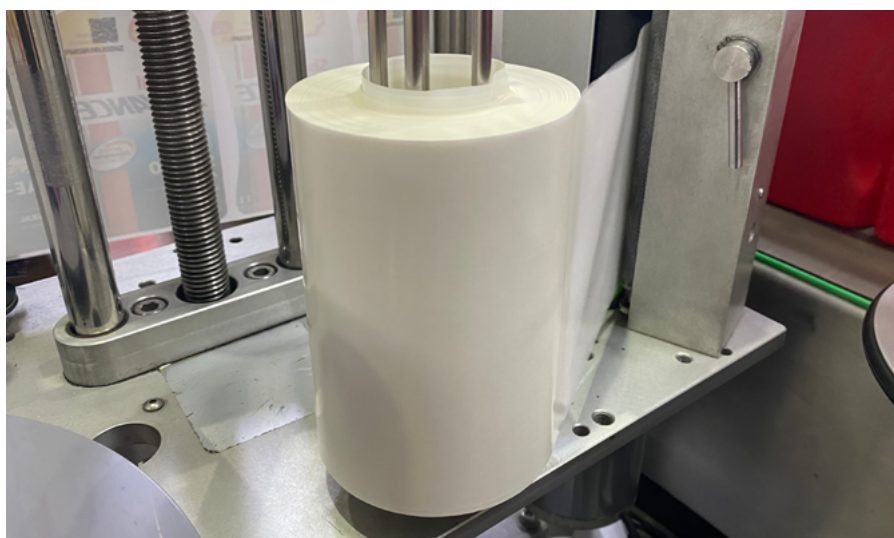
With a legacy stretching back to 1996 and a product range that spans from HDPE and PET bottle products to PP Pail products, K-Plastics has always been at the forefront of packaging solutions. However, the increasing need for sustainable practices prompted the company to reevaluate its operations, particularly waste management.

## Identifying the Challenge

The catalyst for change was the realization of the environmental impact of glassine liners. Traditionally treated as general waste and sent to landfills, these materials represented a significant sustainability gap for K-Plastics. This practice was not only environmentally unfriendly but also aligned poorly with the company's vision for sustainability and waste reduction.

Before joining Avery Dennison's AD Circular recycling program, K-Plastics, like many others, relied on third-party waste collectors to dispose of these materials to landfills. This method was not only costly but also a missed opportunity for sustainability.

At the K-Plastics facility, used liners are neatly rolled up for collection by the recycling company.





The collected liners are transformed into valuable recycled materials.

## Seeking the Right Solution

The selection of a sustainable solution required a multifaceted approach. The primary challenge was in the coordination of the logistics of collection and recycling between K-Plastics' internal operations team and the external recycling company. Ensuring a seamless flow and creating a shared understanding of the initiative's purpose among team members were crucial for its success. Tracking the amount of label waste recycled and the impact made in the industry and packaging sustainability landscape was crucial for maintaining momentum. It was also important that the recycling program collected all label waste, irrespective of the supplier.

## Joining AD Circular

In the first year of K-Plastics' participation in AD Circular, they diverted nearly 13 metric tons of label waste into producing valuable recycled materials such as corrugated paper. These efforts have not only contributed to reducing waste but have also resulted in considerable cost savings in waste disposal for the company. While a small portion of their label waste is currently disposed of differently, K-Plastics is optimistic about achieving 100% recycling of their glassine liner waste within the next year or two.

The initiative aligns with Dynapack Asia's broader sustainability goals that go beyond their products and services, including reducing waste, enhancing recyclability, and improving energy efficiency. It also supports global sustainability efforts, such as the EcoVadis and CDP initiatives, and contributes to operational efficiency through the 5S methodology.

"The success of this program has been made possible through collaborative partnerships," Albert Sebastian, Operational Excellence Team Lead at K-Plastics, highlights the importance of this initiative. "We are proud to work with Avery Dennison in their recycling program. They have simplified the process, giving us an opportunity to contribute to waste reduction and the production of recycled materials efficiently and cost-effectively. This initiative is a testament to our commitment to sustainability that has allowed us to give new life to our paper liner waste. We expect more label users to learn about this program and join us on the journey."



## Looking Forward

As K-Plastics continues its sustainability journey, the company remains committed to innovation and environmental stewardship. Their participation in AD Circular is not just an example of their commitment to sustainability but also serves as an inspiration for other companies to follow suit in making environmentally responsible decisions.

Mimala Arasaratnam, EHS Manager at Avery Dennison, ASEAN, highlights the company's efforts in broadening the value chain by engaging new recyclers from various locations across ASEAN. "We're continuously enhancing the accessibility of a reliable recycling program. Till date, we have partnered with a total of seven recyclers in the region to help our customers divert their liner and matrix waste to recycling or waste to energy facilities. We also aim to offer more precise and quantifiable data on the recycled waste to allow participants to better visualize and appreciate their contributions."

For more information on Dynaplast and its sustainability efforts, visit [Dynapack Asia's website](#).

To learn more about AD Circular, [visit our webpage](#).

To start recycling matrix and liner waste or join as Avery Dennison's recycling partner, [submit this form](#).

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