

Adani Wilmar to use recyclable packaging for Fortune edible oil brand

[PKBR Staff Writer](#) Published 14 February 2018

Edible oil manufacturer Adani Wilmar is set to use recyclable all-PE laminate packaging for its Fortune edible oil brand.



As part of the plan, the firm plans to source plastic films from its supplier Vishakha Polyfab. The plastic films will comprise a novel formulation of polyethylene resins to create a new, sustainable all PE laminate solution.

The plan is a part of the company's effort to limit environmental waste.

Adani Wilmar COO Angshu Mallick said: "We are taking another step forward to establish strong adherence to environmental sustainability.

"The new edible oil packaging will be rolled out for 1-litre pouches for the first time ever in the industry, for our Fortune brand of edible oils initially and will successively cover our other sub-brands."

Mallick added: "We are talking about nearly 47 crore liters of oil per annum being packaged sustainably.

"While no direct benefit is attributed to consumers, the empty pouches can now be resold to scrap dealers and recycled entirely instead of disposing and creating pressure on the environment."

Adani Wilmar has completed internal laboratory tests including dart impact test, a drop test, and an ink adhesion test for the new recyclable pouch.

The firm plans to place enlarged international symbol in front of every edible oil pouch for recycling. It is symbolized by curved, folded arrows forming a triangle.

As part of a nine-month exclusivity contract with VPPL, Adani Wilmar will hold sole usage rights for using and marketing the recyclable packaging in the edible oil industry.

Adani Wilmar is a joint venture company between Adani Group and Wilmar International.

Image: Officlas form Adani Wilmar. Photo: courtesy of PRNewsfoto/Adani Wilmar.