

Client Case Study: SportPursuit

Challenge:

A packaging solution that was eco-friendly without compromising its functionality, risking damage to the products, or increasing the amount of space the packaging takes up in their warehouse.

Solution:

Thanks to GreenPE, DuoUK provided SportsPursuit with a carbon negative, branded polythene mailing bag. Working with the SportPursuit team we developed a design which clearly communicated and educated the customer on the environmental credentials of the packaging item and how to recycle at end of life.

GreenPE has the same technical properties and appearance of polyethylene from fossil source. The replacement of fossil source polyethylene for GreenPE is a drop-in solution as it does not require any changes to the machinery or manufacturing process and it can be recycled in the exact same way.

Mark Irwin, Logistics Co-Ordinator at SportPursuit, said: “As a retailer that’s passionate about the outdoors, we’re very keen to preserve the world around us. Naturally, we wanted to make our packaging as eco-friendly as possible, without compromising its functionality, risking damage to the products, or increasing the amount of space our packaging takes up, which would have its own environmental consequences.

“As a keen proponent of sustainability, I was really intrigued when I learned about plastic being made from sugarcane, especially as it provided the perfect ‘green’ solution to our packaging problem. Switching to sugarcane mailing bags is a fantastic way of using a sustainable resource to create a flexible pack that’s fit for purpose, without affecting our supply chain in the slightest.”



“Every kilogram of Green plastic produced for SportPursuit Mailing Bags saves 2.78kg of CO2”

