

Case Study

Government to decentralize sustainable practices



The Challenge:

Government Law sets a goal of 60% of recycling of containers and packaging by 2030¹. The Chilean decree (Law N° 20,920²), on the collection of Packaging and Packaging goals, seeks to reduce the generation of waste and encourage reusing, recycling and other sustainable practices.

Chilean government holds producers responsible for organizing and financing waste management generated from their products. With the focus on returning them value through the reusing, recycling or extracting of the energy contained in them. Thus, it triggers a rapid advance towards the circular economy, fostering direct incentives for the growth of the recycling industry and for the improvement of the designs of the products we consume daily.

Household containers and packaging²

Collection and Valorizations Goals									
	2022	2023	2024	2025	2026	2027	2028	2029	2030
Liquid cardboard	5%	8%	23%	29%	35%	41%	48%	54%	60%
Metal	6%	9%	23%	28%	34%	39%	44%	50%	55%
Paper and Cardboard	5%	9%	25%	33%	40%	48%	55%	63%	70%
Plastic	3%	5%	16%	32%	26%	30%	35%	40%	45%
Glass	11%	18%	25%	31%	38%	45%	52%	58%	65%

Non-household containers and packaging²

Collection and Valorizations Goals									
	2022	2023	2024	2025	2026	2027	2028	2029	2030
General	30%	40%	50%	53%	53%				
Metal					61%	64%	66%	68%	70%
Paper and Cardboard					71%	74%	78%	81%	85%
Plastic					38%	42%	46%	51%	55%

The Solution:

By utilizing BREAKAWAY in your production, you can reduce or even eliminate the use of the stretch wrap, corner boards, and slip sheets. Made from a water-based formula, BREAKAWAY is very environmentally friendly, helping minimize waste and reducing your carbon footprint. BREAKAWAY will amplify any sustainability goals or social awareness campaigns your company may be running.



The Outcome:

BREAKAWAY is helping an APPLIED customer distribute these sustainable practices to businesses in Chile by reducing their overall stretch wrap usage by 50% or more. Assisting in the elimination of corner boards and slip sheets, affording them a 6-9 month Return on Investment (ROI). Thus, improving their bottom line and the environment!

¹ Alomar, J. M. (June 10, 2019). REP Law set a goal of 60% recycling of packaging in Chile by 2030 – Circular Country. Retrieved from <https://www.paiscircular.cl/industria/ley-rep-fija-meta-de-60-de-reciclaje-de-los-envases-y-embalajes-en-chile-al-ano-2030/>

² Official Diary of The Republic of Chile Ministry of Interior and Public Security (CVE 1601514). (June 10, 2019). Retrieved from <https://www.diariooficial.interior.gob.cl/publicaciones/2019/06/10/42375/01/1601514.pdf>

