Plastic is the responsible choice. Here’s why.

**Plastic Bottle**

- 75% bottles recycled
- Simple to recycle (100% HDPE)
- Numerous recyclers across SA
- High demand for recycled HDPE
- Recycled into pipes, bins, bags, furniture, personal care bottles, detergent drums and more
- High value to collectors (R4.50/kg)*

**Carton**

- 14% cartons recycled
- Complex to recycle (multi layered plastic, aluminium, paperboard)
- 2 recyclers in Gauteng only
- Low demand for recycled cartons
- Partly recycled into cartonboard
- Low value to collectors (R1.50/kg)*

Cost effective

SOURCE: Moss Group

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Not only is our HDPE plastic bottle the most environmentally-friendly option compared to carton, glass or tin, but its convenient handle and anti-glug design make it easy to carry and pour. Recycling these bottles helps sustain over 58,000 informal jobs in South Africa, and the recycled plastic is beneficiated locally to make new bottles, piping, furniture, wheelie bins, crates and more.