Colgate-Palmolive is a leading global consumer products company, focused on Oral Care, Personal Care, Home Care and Pet Nutrition. With more than 34,000 people and its products sold in over 200 countries and territories, Colgate is known for household names such as Colgate, Palmolive, Elmex, Tom's of Maine, Sorriso, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sanex, Filorga, eltaMD, PCA Skin, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill’s Science Diet and Hill’s Prescription Diet. The Company is recognized for its leadership and innovation in promoting environmental sustainability and community wellbeing, including its achievements in saving water, reducing waste, promoting recyclability and improving the oral health of children through its Bright Smiles, Bright Futures program, which has reached more than one billion children since 1991. For more information about Colgate’s global business and how the Company is building a future to smile about, visit http://www.colgatepalmolive.com.

Essel Propack, is a specialty packaging company manufacturing laminated plastic tubes catering to the FMCG and Pharma space. Holding an Oral Care market share of 36% in volume terms globally, Essel Propack is the world’s largest manufacturer with units operating across countries such as USA, Mexico, Colombia, Poland, Germany, Egypt, Russia, China, Philippines and India. These facilities cater to diverse categories that include brands in Beauty & Cosmetics, Pharma & Health, Food, Oral and Home, offering customized solutions through continuously pioneering first-in-class innovations in materials, technology and processes.

Product Description

Colgate has commercialized a first-of-its kind toothpaste tube that was engineered and designed to be recyclable. This toothpaste tube is recognized by APR as compatible with the #2 HDPE bottle recycling stream. Tom’s of Maine brand launched this tube design in 2019. This breakthrough innovation provides a solution that will allow tubes to become a part of the circular economy. Now, Colgate is openly sharing this technology and initiating its campaign with the industry to transform one of the most widely used forms of plastic packaging that until now could not be recycled.

Tom’s of Maine’s Antiplaque & Whitening Peppermint Natural Toothpaste, the #1 natural toothpaste sold in the U.S., was the first product to ship in the new tube in 2019. All other full-size Tom’s of Maine toothpastes will transition to the new recycle-ready tube by the end of 2020. For more information, please visit: www.tomsofmaine.com/our-promise/caring-for-the-planet.

Essel partnered with Colgate-Palmolive in this effort by developing a new barrier insert to replace the current PET based Insert. The HDPE tubes made at Essel with the new inserts, in conjunction with CP’s tube body structure development, are recyclable in the #2 HDPE bottle recycling stream.

Contact Information

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Thank you for participating in the 2020 Showcase!
Your commitment to plastics recycling is greatly appreciated.

Steve Alexander, APR President ____________________________

John Standish, APR Technical Director ______________________________