**Natural Colour Tones Signalling a Sustainable Choice**

**Faerch Launches New Packaging Solution Made from 100% Recycled Content**

**Faerch expands its Evolve by Faerch range to MAPET®II and APET products for the protein sector. The new trays are made from 100% recycled material and can be fully recycled into new food trays. Their unique look reflects the recycled content of the trays helping consumers to easily identify that they are making a sustainable choice in their food packaging.**

Faerch takes yet another step to create true circularity in food packaging. The company launches its new MAPET®II Evolve by Faerch and APET Evolve by Faerch product ranges for protein applications like fresh meat, poultry, fish and plant-based alternatives.

MAPET®II Evolve by Faerch is designed for packing in industrialised settings, the APET Evolve by Faerch range has been developed for in-store packaging.

The new trays possess the same attributes as Faerch’s market-leading MAPET®II and APET products and represent the ultimate level of circularity: They are made from 100% recycled content, and they can be fully recycled into new food grade trays without compromising on food safety or any other key measures.

Evolve by Faerch trays are made from collected and recycled bottles and trays and are available in naturally fluctuating tones. No extra colour is added during recycling and production, therefore preserving its natural make-up. The colour of each tray reflects the specific blend of recycled content that it is made from. This ensures a unique look, which clearly outlines to consumers that they have a sustainable choice, when selecting food packaged in Evolve by Faerch trays. It also guarantees that Evolve by Faerch trays are reliably detectable using today’s sorting systems, as they have already been detected before.

“Circularity in food packaging is not a distant vision for us,” says Lars Gade Hansen, CEO of Faerch Group. “We are doing this already – and on an industrial scale. We offer packaging solutions made from 100% recycled content, with no compromises on quality, which we recycle back into new food trays,” he continues.

“On the journey towards circularity in food packaging, material choice is key,” Lars Gade Hansen explains. “The right material is an important enabler to ensure circularity. Evolve by Faerch trays provide consumers with the long-awaited guidance to easily choose food packaging that is made from recycled content. The unique look also reminds us that we should treat the tray as a valuable resource that we collect after use for recycling – again and again.”