

FAQ

Recyclable toothpaste webinar

Recorded webinar can be found here: <https://youtu.be/8k2EYo5Kw6s>

Processing & MRF related questions

How would these tubes be processed?

- The tubes are made from coloured HDPE, therefore they can be processed within that waste stream alongside items such as detergent or shampoo bottles.

If the caps are left on will MRFs reject them?

- The PREP tool advises for the cap to be removed at this stage. However, as with any new technological advancement, we're on a journey of continual improvement as we speak to more people, engage more industry personnel and learn how that new technology behaves.
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Volume wise the PP in the lid is minimal compared to the whole tube, so it would be minimal contamination and would behave similarly to milk bottle caps as part of the end-to-end process in the MRF and reprocessor facility. **Can they be sorted through the MRFs which are not equipped with optical sorters for separation of HDPE plastics?**

- Further testing would need to be done to support this and Colgate are happy to discuss testing in more detail with you. Note, the tube behaves the same way as any HDPE container.

Were those 3 MRFs the only companies consulted?

- The trials were done with Cleanaway in Victoria, Suez in NSW and Re Group in QLD. Colgate is open to do additional testing with any other MRF who would be willing. Please do feel free to get in touch!

What process needs to happen for a MRFs alchemy to be updated to recognise a new type of packaging. Who is responsible for alerting each MRF?

- It can be easily updated by Alchemy. Colgate has been advised by Alchemy providers that they need to support this so are able to support the updates as needed. Colgate aims to have all their portfolio made from the HDPE recyclable tubes by the end of 2023 which will have a big representation of the toothpaste market share. Other toothpaste multinationals have similar targets to make their packaging recyclable by 2025 the latest.

Toothpaste is sometimes difficult to remove completely from packaging. Is that remaining toothpaste an issue?

- It hasn't been a problem for any of the waste operators consulted. In fact, MRF machine providers, the MRFs themselves and reprocessors that Colgate has spoken to have stated they see no issue with residual toothpaste. In its nature, it is designed to be rinsed.

Assume testing was not completed in WA based on the information provided so far? therefore the MRFs in WA wouldn't accept the tubes?

- MRF testing was completed more so to understand what MRF formats (Alchemy, Optical Sorting etc) can manage toothpaste tubes of this type. Whether states or territories accept this is a factor of existing facilities ability to manage coloured HDPE recycling.

Packaging Technology Specific Queries

Why not redesign the lid to HDPE also?

- Currently in the process of development. This requires testing to meet the quality standards of the current PP cap.

Why is the PP cap superior to PE? What is the challenge in converting them?

- Two like plastics combined together don't create a strong bond. This will cause spillage and leaks.
- PP is more flexible and can meet the necessary number of times the cap needs to be opened and closed without breaking

Why not aluminium tubes over plastic? Such as in first aid creams?

- Aluminum is expensive and not as user friendly for regular, daily use. If aluminium was used, the price of the tube would increase considerably.

Are other toothpaste providers in the industry doing the same?

- Whilst Colgate can't speak to the competitors' progress Colgate has made the HDPE toothpaste tube technology open-source. The other main toothpaste manufacturers have made public commitments to have reusable recyclable or compostable packaging by 2025.

Education & Behaviour Changes

Will Colgate continue to have their TerraCycle program?

- Yes, tubes can still be dropped off there alongside toothbrushes and dental floss.

Key Contacts

Is it possible to obtain an email address of Colgate reps we can touch base with after this meeting?

- Yes, please reach out to:
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