

## Sinclair T55 making strides with compostable fruit labels for Horticulture industry

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The Sinclair T55, a finished product compostable label, was launched at Fruit Attraction and IFPA GPFS. Zespri is leading the way as the first adopter, transitioning its label program over the next year to this innovative solution.

#### Fresh produce industry can reduce plastic packaging

Sinclair is committed to sustainable packaging solutions, focusing on certified end-of-life performance for compostable products, no matter what the material (paper or compostable film). End-of-life performance refers to the label's ability to decompose into compost within a specified timeframe, whether it is composted at home or in an industrial setting.

By adhering to global composting standards and current legislation, Sinclair-certified compostable fruit labels offer numerous benefits, including:

- **Reduced plastic usage:** Minimizes reliance on plastic packaging and waste.
- **Environmentally conscious:** Decomposes into usable natural compost without harming plants or animals.
- **Convenient disposal:** Can be disposed of in home or industrial compost waste streams without additional processing or mechanical action required
- **Safe disintegration:** The fruit sticker breaks down and biodegrades within a specified timeframe to become part of usable compost without contamination to the environment.

Duncan Jones, Senior Marketing Manager, commented, "We are presenting Sinclair T55 as an environmentally conscious alternative to plastic packaging and conventional plastic labels. The demand for compostable fruit labels is growing and given the variety of shapes and sizes available from 100+ choices, Sinclair T55 fulfills practical consumer and retailer requirements as well as complementing branding and sustainability programs."

"Finished product certified compostable fruit labels offer a practical and sustainable packaging solution to decrease packaging volume and reduce plastic waste. Fruit labels will continue to effectively market fresh produce, enhance branding, distinguish products, promote healthy eating, and fulfill retail produce traceability and point of sale needs" adds Duncan Jones.

Having a compostable fruit label - both industrial and home compostable - adds sustainability value to the industry. Sinclair is also focused on education and awareness campaign and seeks support by all industry stakeholders. The complexities of compostable fruit labels can be challenging to navigate. Sinclair is educating diverse audiences about the benefits of fruit labeling as a sustainable packaging option.

It will provide insight into how certified compostable labels can be developed and adopted, clarify terminology, and highlight the importance of certification