

Van der Windt: leading the way in throwaway products

Packaging made from potatoes. A magazine sealed in corn. It sounds futuristic, but in the packaging industry the bio-based economy has long been a reality. Although as far as Van der Windt Verpakking BV in Honselersdijk is concerned it's not happening fast enough. "Many consumers have hardly any idea that packaging can be compostable and can go in with the green waste", says Bio-specialist Huib Burggraaf.

Products that may be put in the green garbage container can be recognised by the seedling logo. But, according to Huib Burggraaf from Van der Windt Verpakking, several developments are obstructing a further advance: "The consumer doesn't realise a packaging is compostable or reusable. Most of the time this packaging still disappears into the normal household waste. And, for various reasons, bio-based material is not a suitable alternative for every packaging."

This has not stopped Van der Windt Verpakking from pushing ahead. The company introduced garbage sacks made from a compostable material - cornstarch - fifteen years ago and since then developments have not stood still. You can now find a kilo of organic tomatoes on the shelf in a bio-degradable packaging. Magazines are despatched in bioplastics. There are disposables for the barbecue.

Airlines serve sandwiches in bioplastics. Bio-bouquet film can once again be put straight into the green container with the unwanted greenery. PET bottles are the basis raw material for bags. At festivals such as 'Lowlands' the compostable cup has become commonplace. "A few months on the compost heap and nothing remains of the cup."

The compost heap

The coffee cup mountain will also soon be conquered: the compostable cup can now cope with hot drinks as well as cold; the paper is even FSC certificated. "Companies that want to profile themselves as sustainable are happy to pay the slightly higher price. If the consumer now also becomes more aware of the seedling logo things could suddenly accelerate. The consumer is, therefore, on the move. And Van der Windt is ready."

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