



## **For Immediate Release**

## **Pictures Attached**

### **Earthcycle™ Home Compostable Packaging Expands 3<sup>rd</sup> Party Verification to Include Recyclability**

HANSPORT, NS (April 7th, 2021) – CKF, Inc. has added to its roster of independently assigned environmental labels by joining the How2Recycle program and having the “Widely Recyclable” designation granted for its Earthcycle™ line of thermoformed moulded pulp trays and punnets for fresh produce.

How2Recycle is an on-pack labelling scheme administered by the Sustainable Packaging Coalition (SPC) with the goals of providing consistent and accurate information on how to properly recycle packaging and to cut down on “greenwashing”. The program currently has over 330 brand owners and retailers, representing over 2,600 brands, along with over 100 packaging producers/converters as members.

Greenwashing is a term used to describe misleading environmental claims and was first popularized in a study done by Terrachoice in 2007 when it launched its now infamous “Seven Sins of Greenwashing”<sup>1</sup>. The Sin of No Proof refers to “an environmental claim not substantiated by easily accessible supporting information or by a reliable third-party certification”.

“It is frustrating to witness terms like biodegradability, recyclability and compostability used without the appropriate independent verification or qualifications” says Brad Dennis, Vice President of Sales and Marketing. “We consider all the independent environmental certifications, like OK Compost Home and FSC® (C145472) that we have achieved for Earthcycle as not only an investment in the brand but also an investment in the growth of a transparent and fair environmental packaging industry”.

In the How2Recycle program, CKF’s packaging is designated Widely Recyclable in both Canada and the US when clean and dry. The assessment process by the How2Recycle team is thorough and specifies that packaging is only recyclable if there is a “substantial likelihood” that it can be collected, sorted, reprocessed and reused in manufacturing or in creating another item in “majority of communities”<sup>2</sup>.

Dennis adds that “CKF appreciates the work of the SPC in devising and administering the on-pack recycling label as it will help drive innovation in sustainable packaging design and promote responsible environmental marketing”.

---

<sup>1</sup> [Sins of Greenwashing | UL](#)

<sup>2</sup> [The How2Recycle Guide to Recyclability - How2Recycle](#)

Earthcycle has an extensive product line of top seal punnets for soft fruit, tomatoes, grapes, and mushrooms along with industry standard trays that are used with flow wrap and over-wrap applications. Earthcycle packaging is OK Compost Home certified, is certified home compostable by the Australasian Bioplastics Association (ABA), is product level FSC® (C145472) certified and now is acknowledged as being Widely Recyclable in the US and Canada by the How2Recycle program.

### **About CKF Inc.**

CKF Inc. is a diversified Canadian-owned manufacturer that proudly offers a wide range of moulded pulp, foam, and PET products to meet the specific demands of retail consumers, food service operators and the packaging industry. CKF is a member of the Scotia Investments Family of Companies, whose core values include long-term stewardship, environmental integrity, and community well-being.

R.A. Jodrey established Canadian Keyes Fibre Company Limited in the summer of 1933, during the worst of the Great Depression years. The Company began with a single plant in Hantsport, NS - manufacturing pie plates and cake circles for bakeries. CKF has experienced uninterrupted growth since its establishment and now operates 5 plants across the country - Hantsport, Rexdale, two in Langley, and Delta - employing over 700 people. Nationally recognized brand Royal Chinet® is one of CKF's best known products and stands as a symbol for many Canadians of family, friends and joyous occasions.

### **Contact Information**

Brad Dennis

Vice President, Sales and Marketing

[bdennis@ckfinc.com](mailto:bdennis@ckfinc.com)

(416) 249-2272

[www.ckfinc.com](http://www.ckfinc.com)

###