

# Cookware retailer ProCook eliminates plastic packaging

Submitted by: ProCook

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Cookware retailer ProCook (<http://www.procook.com>) has joined the battle against plastic pollution, announcing big changes to the way their products are packaged. The homewares brand has made the commitment to use fully recyclable materials in their extensive cookware and knife ranges resulting in 90% of all plastic packaging being eliminated in the ranges by the end of 2018. Furthermore, ProCook has committed to removing 95% of plastic packaging from all products by the end of 2019.

The worst offending non-biodegradable packaging such as EVA packing material, shrink wrap and polythene is being replaced with 100% recyclable card packaging in all ProCook cookware and knife ranges. The new card packaging is designed using a simple layered construction and clever folding techniques to protect products during transit. Customers started receiving plastic-free packaging in October 2018.

Commenting on the environmental move, owner Daniel O'Neill said:

"We have taken the big step to overhaul our packaging after considering the impact our sector has on the environment. As retailers we have a responsibility to consider the wider effect of our business activity, and addressing product packaging is a significant step in the right direction.

Our new packaging has been designed with careful thought and a long-term goal in mind – we want our customers to feel good about spending their money with ProCook in the full knowledge that we are a company that cares and is committed to reducing single use plastics ."

Responding to questions around knife packaging specifically, Daniel said:

"ProCook customers can be assured that products will continue to be packaged to very high standards with every consideration taken to ensure that safety and product protection are paramount. For instance, layered cardboard houses our knife blades very securely and is every bit as safe as the old EVA packaging. We've designed it to be secure and robust to ensure all orders arrive with customers in optimum condition."

ProCook use biodegradable plastic bags in their retail stores and from Autumn onwards all bags have also been made from recycled plastic bottles.

-ENDS-

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Notes to editors: ProCook was founded over 20 years ago and supplies high quality kitchen and dining ware with savings of up for 50% compared to other leading brands, by producing and delivering products direct to the customer with no middleman. With 37 UK stores, a fast-growing Ecommerce business and a strong

international presence within 8 European markets, it is headquartered in Gloucestershire. The kitchenware retailer designs and manufactures around 1500 exclusive products that span cookware, kitchen accessories and tableware categories.