



Pushan Panda's design allows consumers to easily tear the paper-based elements of cartons away from the plastic liner | Photo source [Pushan Panda](#)

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A NEW PACKAGING DESIGN MAKES IT EASY TO SEPARATE PAPER FROM PLASTIC



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The design allows the user to tear the paper-based parts of a carton away from the inner plastic liner

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Takeaway:

The recyclability of drinks cartons varies between countries and regions. For example, 49 per cent of cartons are recycled in the European Union, whereas the equivalent figure for the US is

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ent. This suggests that regionally determined policies, processes, and
s have an important role to play in recycling rates. However, Pushan Panda's design
is an excellent example of how clever and innovative product design can cut through the
Gordian Knot of regulatory and structural change.