

Sancell & REDcycle Partnership



We seek every opportunity to share in the responsibility of reducing the amount of plastic waste that ends up in landfill. That's why we are honoured to be the first Australian packaging manufacturer to become official partners of the REDcycle program.

The REDcycle Program

If you haven't already heard about REDcycle it is an industry lead recovery initiative set up to reduce the amount of post-consumer soft plastics that end up in landfill. REDcycle has partnered with Coles and Woolworths to provide conveniently placed bins at 1850+ locations nation wide, making it easy for consumers to recycle their household soft plastics. These plastics are collected and returned to REDgroup's processing facility before its delivered to Replas where it is transformed. Replas make a myriad of useful outdoor products out of recovered plastic material such as decking, furniture, bollards, plaques, fencing and much more. The resulting products are extremely robust, resist fading and wont split, rot or crack like traditional materials such as wood.

What can be REDcycled

Soft plastics are any plastics that can be scrunched into a ball. If its not plastic or cannot be scrunched into a ball it cannot be recycled via REDcycle. The majority of Sancell packaging products are approved for deposit in REDcycle bins including EnviroTherm thermal liners and ArmourBags padded mailers.



Our Environmental Initiatives

We are acutely aware of the impact our products have on the environment and we understand that the key to sustainability is to move away from the traditional linear economy model where goods are made, used and disposed. Instead we adopt circular economy principles at every step of the manufacturing process by designing out waste and keeping materials in use for as long as possible.

This partnership builds upon our existing set of environmental management initiatives showing our ongoing commitment to sustainability and climate change.

- ISO Environmental Management System
- Systematic waste reduction
- 15%-40% recycled content across the majority of our packaging range
- Closed water loop system
- Australian Packaging Covenant Organisation Member
- Signatory of the Victorian Government Take2 Initiative for Climate change.