

Sani-touch's bird feeder is a finalist at SAPRO Best Recycled Plastic Product Awards

South Africa generates 50 million tonnes of waste annually. Only a third of that waste is recycled, with the balance disposed of in landfill sites and in the environment. Diverting a greater proportion of waste from landfill has become a national priority with a number of organisations focused on helping to drive a shift to a circular economy.

The South African Plastics Recycling Organisation (SAPRO) acknowledges products that are made from recycled materials through the SAPRO Best Recycled Plastic Product Awards. The awards recognise innovation and progress made in the plastic recycling industry and encourage brand owners, retailers, converters and industrial designers to consider recycled plastics as a material of choice.

Sani-touch, manufacturers of sanitising products and detergent disinfectants including Saniwipe trolley wipes, was a finalist at this year's SAPRO Awards in the Household, leisure and consumer category for its plastic bird feeders made from recycled plastic waste. Entries are judged on a number of criteria including life expectancy, sustainability, product consistency and the wow factor.

The company is no stranger to the recycling phenomenon. In 2021, Sani-touch, in partnership with retailer Shoprite Checkers, announced an ambitious plan to collect used Saniwipe trolley



Image courtesy of www.plasticsinfo.co.za/



Bird Feeder made from recycled Saniwipes and other low grade plastics.

wipes, as well as the buckets the wipes are supplied in, and send them to various recycling plants for processing.

Sani-touch Marketing Director Annette Devenish explains that prior to 2020, most recyclers would not have considered accepting a low-grade flimsy plastic product such as a wipe into their recycling processes. However, after Sani-touch implemented product changes, that changed. "It took a great deal of cajoling and perseverance, but the effort was well worth it," she reveals, adding that almost

all of these used wipes are now finding another extended life in the form of a jungle gym, picnic table, bench or a bird feeder.

Sani-touch partnered with Katlehong entrepreneur Hudson Diphofa to repurpose the recycled plastic into outdoor products. Diphofa, who was retrenched in 2020 during the Covid-19 pandemic, established Structural Poly Plastics & Projects but initially struggled to find regular customers until he was approached by Sani-touch. His latest product – The Bird Feeder by Hudson – is packed flat to enable easy nationwide distribution.





BIRD FEEDER

by Hudson



Sustainability in a circular economy

Made from recycled **saniwipes**[®] and other low-grade plastics



By buying this Bird Feeder, you support a local small business.

You also help to complete an environmentally sustainable circular system.

This Bird feeder once was a **Saniwipes**[®] protecting you from bugs and bacteria lurking on your shopping trolley. Collected and sorted by **Shoprite Checkers** store staff, it is then recycled, re-purposed by Structural Poly.

Hudson Diphofa started his business after being retrenched in 2020. He now manufactures quality outdoor products such as benches, jungle gyms, tables and other products, extending the life of plastics otherwise too low in quality to re-purpose.

Thank you for being part of this journey. For more products made by Hudson visit, <https://structuralpoly.com>

Join us!

Join us, and be a part of a sustainable way to care for customers and the environment.

info@sanitouch.co.za



Finalist

SAPRO Best Recycled Plastic Product Awards 2023

Single use plastics – and plastic in general – often gets a bad wrap, she points out. The reality, however, is that plastic is an incredible invention providing fit for purpose products which have become essential to our everyday lives. Plastic products are just as useful in industry with pallets made from recycled plastics outlasting regular wooden pallets by a significant margin.



Images courtesy of www.plasticsinfo.co.za/



recycling, but about finding end products with consumer appeal, creating a demand for these products, educating consumers and encouraging responsible purchasing practices.

“Ultimately, it’s about everybody playing their part in the plastic recycling and circular economy. Businesses need to consider switching to plastic pallets rather than wooden pallets while consumers need to be encouraged to purchase items made from recycled

“That being said, we all need to use plastic responsibly and it is incumbent on all of us to find innovative ways to keep plastic products out of land fill.” The solution, she says, is not only in

plastic rather than an alternative. The only way we can ensure that our landfill sites become free of plastic is if we can grow the demand for recycled plastic products,” she concludes. **SR**

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