

Orbit Gum packaging now friendlier to the environment

Orbit Gum has introduced more sustainable and recyclable packaging for its product range. The move is in line with parent company Mars Incorporated's global Sustainability in a Generation strategy, which aims to eliminate PVC from Mars packaging by 2020 and achieve 100% recyclable packaging by 2025.



To support this journey towards sustainability, Orbit also launched a Pledge to Plant campaign under the banner, #JustOneThing. The brand hosted a pledge pod at Wits Main Campus on 2 August. For every 10 fans who pledged their support for the campaign, Orbit made a donation to Greenpop, a non-profit organisation that focuses on enviro-education and physical tree planting.

To create additional awareness around the campaign, the brand has partnered with University of Johannesburg art students to create an art installation, which will live at The Marc in Sandton for two weeks between 31 July and 14 August 2019. The art installation is a visual representation of a portion of the plastic waste Orbit have started removing by doing #JustOneThing.



Orbit senior brand manager, Ashleigh Sanderson, says packaging plays an important role in protecting the integrity of ingredients and products in their journey from farms to the end consumer.

“Packaging is important in preserving the freshness of the product, conveying its nutritional and health information and differentiating brands. We are also aware of the challenges we have with packaging materials and through our Global Sustainable in a Generation Plan, we have committed to implementing recyclable packaging to our product range by 2025.”



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“The Mars Sustainable in a Generation Plan addresses key areas of the United Nation’s Sustainable Development Goals and focuses on three key areas (strategies) – Healthy Planet, Thriving People and Nourishing Wellbeing,” concludes Sanderson.

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