

PRESS RELEASE

EPL's Sustainability Solutions Finds Acceptance With Unilever

Mumbai, 31 May 2021: EPL Limited (formerly known as Essel Propack Limited), the world's largest specialty packaging company, today announced that they have been selected as a partner by **Unilever**, in their journey towards achieving 100% sustainability in the oral care segment. Accordingly, EPL will supply their APR approved, 100% recyclable and fully sustainable **Platina Tubes**, for the toothpaste category of Unilever.

EPL's Platina Tube with HDPE closure, is the world's first fully sustainable and completely recyclable tube accredited by APR. This partnership will help Unilever's oral care brands like Signal, Pepsodent and Closeup to be 100% recyclable by 2025.

Speaking on the partnership, **Ram Ramasamy, Chief Operating Officer, EPL Limited** said, "EPL is proud to be associated with Unilever to further their sustainability initiatives in the oral care range. We are committed to enabling and inspiring responsible consumption through innovation in packaging. EPL's Platina, eco-friendly laminated tube, produced with less than 5% barrier resin, is designed to deliver source reduction and recyclability without the loss of any barrier properties. Platina tube is especially suited for oral and beauty & cosmetics products brands."

Deepak Ganjoo, Regional Vice President, Africa, Middle East and South Asia, EPL Limited, said, "EPL is proud to be a partner to one of the world's most prestigious brands in their quest to have a positive impact on the environment. Sustainability has been a key focus area at EPL and today we find all responsible brands moving in a similar direction. As market leaders EPL has a significant role to play in contributing towards sustainable development, helping brands along this journey."

Unilever will be launching fully recyclable tubes later this year in two of their biggest oral care markets, France and India.

About EPL

EPL Limited (formerly known as Essel Propack Limited) is the world's largest specialty packaging company, manufacturing laminated plastic tubes catering to the FMCG and pharma spaces. Employing 3158 people from 25 nationalities, EPL operates through 19 state-of-the-art facilities in eleven countries, selling about 8 billion tubes per annum.

With a market leading Oral Care volume share of 36% globally, EPL has units operating across the USA, Mexico, Colombia, Poland, Germany, Egypt, Russia, China, Philippines and India. These facilities cater to 5 core categories of Oral Care, Beauty & Cosmetics, Pharma & Health, Food & Nutrition and Home Care; offering customized solutions through constant innovations in materials, technology, design and processes.

Reference

<https://www.unilever.com/news/press-releases/2021/unilever-to-introduce-recyclable-toothpaste-tubes.html>

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