



**CIRCULAR
BIOECONOMY**



EXTENDING THE VALUE OF BEVERAGE CARTONS: RECYCLED POLYAL FOR DURABLE APPLICATIONS



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Beverage cartons are made of paper fibres, polyethylene and aluminium. After use, all these materials can be recovered and transformed into new resources through Lucart's EcoNatural project.

Lucart is the first tissue manufacturer in Europe to transform post-consumer beverage cartons into two distinct market-ready outputs within its own production process: recycled cellulose fibres for tissue products and GranPlast, a recycled material made from polyethylene and aluminium that can be used to manufacture durable plastic products.

This approach maximises the value of fibre-based packaging by transforming a multi-layer material traditionally considered difficult to recycle into valuable secondary raw materials. It demonstrates how every component of a beverage carton can contribute to new applications beyond traditional paper products.

The shopping trolley basket showcased in this project contains GranPlast recycled material derived from post-consumer beverage cartons. Designed for frequent use and long service life, it provides a tangible demonstration of the durability, versatility and industrial scalability of this innovative material.

By transforming recovered beverage cartons into both tissue products and durable everyday applications, Lucart demonstrates how advanced recycling can create new value from existing resources and support a more resource-efficient circular economy.

