

2.2.8. Perfetti Van Melle

Perfetti Van Melle is a privately owned confectionary and gum manufacturer with products in over 150 countries. Key brands include Chupa Chups, Fruitella and Mentos.¹ The company was named one of the top ten global plastic polluters in both the 2018 and 2019 Break Free From Plastic audits.²

Perfetti Van Melle was one of the worst companies we assessed in terms of transparency. Only one of its global CSR reports is available (from 2016); despite promising to publish its next report in 2018, we did not discover anything more recent. Perhaps unsurprisingly, then, Perfetti Van Melle does not report its plastic footprint. The company also gives extremely little detail on any other aspect of plastic packaging, which would be prudent for any company named one of the biggest global plastic polluters two years in a row.

There is no mention of collection of plastic packaging, zero reference to developing reuse models, no word on minimum recycled-content targets, and otherwise generally vague and non-specific wider commitments with scant detail.³ For example, the company says it aims to 'develop more fit-for-purpose packaging solutions' and 'optimise the weight and volume' of its packaging, but without providing

any targets or plans for how they will achieve this. This leads to the conclusion that Perfetti Van Melle does not take the issue of plastic pollution seriously at all; indeed, it seems to be off their radar as a critical sustainability issue.

The only vaguely relevant number provided in the company's 2016 global CSR report relates to the weight reduction of bottles, which resulted in 80,000kg less plastic being used on a yearly basis from mid-2017. Lightweighting is not an ambitious activity, compared to an absolute reduction in the total number of single-use plastic-packaging units, and 80,000kg seems a small amount for such a big plastic polluter. While Perfetti Van Melle has committed to investing in alternative technology research, to date, there is no publicly available information on any specific technology the company is investing in, and absolutely no evidence that it is moving towards better alternatives.⁴

| Plastic packaging of a Perfetti Van Melle brand

| Credit: Shutterstock



References

- 1 Perfetti van Melle (2020) At a glance [ONLINE] Available at: <https://www.perfettivanmelle.com/who-we-are/at-a-glance/>
- 2 Break Free From Plastic (2019) Branded vol. II: Identifying the world's top corporate plastic polluters [ONLINE] Available at: <https://www.breakfreefromplastic.org/globalbrandauditreport2019/>
- 3 Perfetti van Melle (2016) Our road to sustainability: Corporate social responsibility report 2016 [ONLINE] Available at: https://www.perfettivanmelle.com/assets/pdf/pvm_csr_global_2016.pdf
- 4 Ibid.