



🕒 08 July 2019, 09:00 (BST)

Clipper Teas introduces new fully recyclable tea bag envelopes

Following on from the launch of the world's first plastic-free, unbleached and non-GM tea bag, Clipper Teas has created another innovative packaging solution.

With a commitment to sustainable business, the Wessanen UK owned tea brand has just announced the launch of a fully recyclable tea bag envelope and 100% organic string on its string and tag tea bags.

The ethical and organic tea brand recently completed extended trials of the new envelope material, which will be rolled out across the entire enveloped range throughout 2019.

The greener material is made out of paper with a thin heat seal coating. It can be put into home paper recycling and is 33% lighter – making it a much more sustainable option.



This latest innovation from Clipper Teas follows the brand's recent B Corp certification which recognises its commitment to natural, Fairtrade and organic sourcing. Both Clipper Teas and brand owner Wessanen UK recently joined the B Corp community as part of the company's focus on natural products that are better for both people and the planet.

Rebecca Vercoe, Clipper Teas brand controller at Wessanen UK, comments:

“With natural, fair and delicious at the heart of what we do, we want to show consumers how they can make every cup count by choosing Clipper. Since we launched our plastic-free, unbleached and non-GM tea bags six months ago, we’ve been determined to keep up the momentum and make our tea even better for the environment. We’re delighted with the new sustainable solution for our enveloped range and can’t wait for it to roll out this year.”

Cristina Ramsay, technical and CSR director at Wessanen UK, adds:

“Reducing our packaging weight and increasing our recyclability is a big priority for our brands and the Clipper Teas team in Dorset have worked tirelessly on developing a more sustainable packaging solution for the brand’s enveloped range. We remain firmly committed in our mission as a business to be better connected to nature.”

At the end of 2018, Clipper Teas launched its plastic-free tea bags. Every Clipper heat-seal tea bag now produced in Wessanen UK’s Dorset-based tea factory is made from a natural plant-based material; a blend of abaca (a species of banana), plant cellulose fibres and PLA – a bio-polymer derived from non-GM plant material that helps hold the paper together.



The pioneering tea brand was also the UK's first Fairtrade tea company and celebrates 25 years of ethical tea this year. It was also the first to use unbleached bags and introduce green tea into UK supermarkets. With a strong environmental focus, Clipper also has carbon neutral certification.

From its home in Dorset, Clipper manufactures an extensive variety of organic and Fairtrade teas – from everyday blends to green tea and infusions. Clipper is now the world's largest Fairtrade tea brand and exports its products to over 50 countries worldwide.



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ABOUT WESSANEN UK

About Wessanen UK – www.wessanenuk.com

Wessanen UK is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association,

and the Organic Trade Board.

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Wessanen UK