



© 15 May 2020, 13:44 (BST)

# Whole Earth lifts the lid on 100% plastic-free jars

Whole Earth, the UK's number one peanut butter brand owned by Wessanen UK, has announced that it has replaced the traditional plastic tamper seal around the lid with a new paper version.

Making the jars 100% plastic free, Whole Earth has removed the plastic tamper seal on all its glass jars – approx. 9.5 million sold annually.

The function of the plastic seal was used as a tamper deterrent to maximise product shelf life. The new paper lollypop design, which stretches from the jar to lid, has the same function, but without single-use plastic.

The glass jar and aluminium lid are also suitable for home recycling.

The healthy food brand, best known for its peanut butter, uses only fully sustainable, natural ingredients that are better for the earth – as signified by the wholesome tree design around the jars.



**Bryan Martins, marketing & category director at Wessanen UK, owners of Whole Earth, says:**

“We want to provide the best products for both our consumers and the world we live in. Removing unnecessary plastic from our packaging is a big priority for us. By eliminating the small bit of single-use plastic on Whole Earth’s jars, we can minimise plastic pollution and make our jars even more environmentally friendly. For the health of our planet, it’s important that we all commit to making small sustainable changes that can have a big difference.”

With sustainability at its core, both Wessanen UK and Whole Earth are certified B Corp with a strong commitment to driving positive environmental change.

Wessanen UK works closely with its suppliers to ensure alignment on its sustainability mission and is focused on developing more environmentally-friendly packaging solutions – looking at innovations in materials that will be fully compostable, recyclable or reusable.

Through its Clipper Teas brand, Wessanen UK was the world's first to develop a fully biodegradable tea bag that is also unbleached and GM free, in addition to making its tea bag envelopes recyclable.



**Kara Buffrey**

[kara@highlightpr.co.uk](mailto:kara@highlightpr.co.uk)

Highlight PR

01225 444268

[highlightpr](#)



**Rhiannon Winfield**

[rhiannon@highlightpr.co.uk](mailto:rhiannon@highlightpr.co.uk)

Highlight PR

01225 444268

[highlightpr](#)

---

#### ABOUT WESSANEN UK

**About Wessanen UK – [www.wessanenuk.com](http://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.

---



Wessanen UK