**Broekhof launches flower sleeve made from plastic waste**

**Miami, FL, February 9, 2022 - Broekhof, a global leader in flower packaging, has launched the Recy® Kraft Look sleeve, a sleeve made from plastic waste. With this innovation Broekhof is moving forward to becoming a leading sustainable packaging supplier.**

The Recy Kraft Look flower sleeve is Broekhof’s newest development in the field of sustainable flower sleeves. The back cover is made of 100% recycled plastic which is collected at and via the Dutch flower auctions. The front cover remains transparent to preserve the aesthetic value of the flowers. The Recy Kraft Look is an excellent result of a closed material solution, as plastic waste is used to make these unique sleeves. The flower sleeve consists of mono-material and is widely recyclable after use.

Broekhof, part of the Paardekooper Group, is also on route to offering 100% FSC® certified paper, cardboard and wood items following the Paardekooper sustainability policy.

The company is committed to protecting the environment and to the responsible use of natural resources. Broekhof’s packaging solutions are specifically designed to extend the lifecycle of flowers and plants through aesthetic protection while focusing on sustainability. For the past years, Broekhof has been continuously developing and designing new packaging concepts that are made from recycled materials, 100% recyclable, renewable or biodegradable.

Jim Bos, Managing Partner at Broekhof USA: ‘For us, sustainability means balancing people, the environment and the economy so the earth is not exhausted but remains livable for future generations. With our knowledge and experience, we can make a difference in the packaging world. By offering more sustainable alternatives, we provide our customers with optimum packaging solutions that help them reduce the climate impact within their section of the supply chain.’

**About Broekhof:**

Since 1974, Broekhof has been a leading supplier of packaging and decorative material for the flower and plant sector.  From 2018 Broekhof is part of the Royal Paardekooper Group, one of the largest independent packaging and business requisites companies in the Benelux. In 2021 Paardekooper added Dillewijn Zwapak to their Horti division to further strengthen their portfolio in the floriculture sector. Broekhof has presence in Kenya, Vietnam, Colombia, and the United States and has its own factory located in Vietnam where flower and plant sleeves are produced.

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Note for the editor:

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