

**Interreg**



Co-funded by  
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**North-West Europe**

**ECOPRO**

## **Plant-based colours transforming plastic sustainability**

This food tray is more than it seems: it's a prototype coloured with ECOPRO's safe, plant-based pigments. Unlike synthetic colours that pollute during recycling or composting, these alternatives can break down with biodegradable materials or be removed during recycling.

The food tray prototype proved the bio-based, degradable colourants are durable, lasting two years in sunlight without stabilisers. With strong public support and valuable insights, ECOPRO is moving closer to market readiness.

### **Lead partner:**

Technological University of the  
Shannon: Midlands Midwest (IE)



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