

See the launch of Orbit's new sustainable packaging campaign

The packaging of Orbit Gum's product range is now more sustainable and recyclable. The company's shift to more environmentally-friendly packaging falls in line Mars Incorporated's Sustainability in a Generation strategy. To create awareness around the new packaging, Orbit has also launched the Pledge to Plant campaign under the banner #JustOneThing. To create additional awareness around the campaign, Orbit has partnered with the University of Johannesburg art students to create an art installation. To read more about Orbit's new sustainable packaging, click [here](#).



























































For more, visit: <https://www.bizcommunity.com>