

When Should You Be Using Sustainable Packaging?



The Sustainable Packaging Impact

16%

A mere **16%** of all plastic waste is reprocessed into new plastics despite the potential for reuse and recycling.

40%

Instead, **40%** of global plastics waste goes into landfills and **25%** is incinerated.

33%

Nearly a third of the 78 million tons of plastic packaging produced annually makes its way into our oceans.

8 million tons

E-commerce sales packaging produces over **8 million tons** of waste each year.

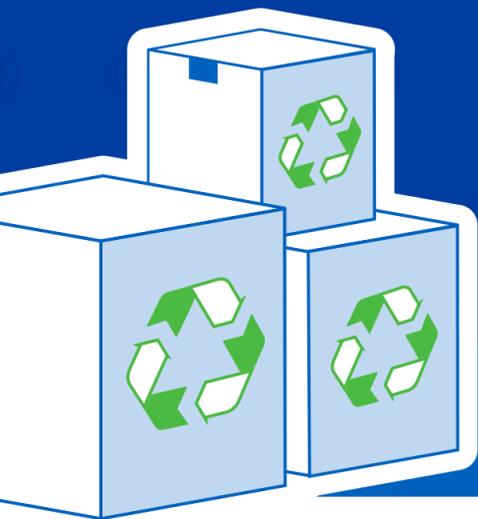
55%

Online consumers want change, with **55%** willing to pay more for goods and services produced by environmentally minded companies.

51%

51% of those willing to pay more are millennials.

What Is Sustainable Packaging?



Ideally, sustainable packaging involves a closed loop cycle featuring healthy materials that are optimized for production, utilization and recovery, meet market criteria for performance and cost, are safe for the environment throughout their life cycle and are sourced, manufactured, transported and recycled using renewable energy.

When to Use Sustainable Packaging



PRODUCT APPLICATIONS

- Packaging material should match product's needs.
- Synchronize with brand story and portrayal based on the product market.



PRODUCT SPECIFICATIONS

- Information on material quality is needed to protect product.
- Consideration is given for the customer experience regarding packaging function and efficiency.



PROJECT VS. PRICE

- Once all aspects are understood, they can be met with a package complete with the essentials and limited excess.

Sustainability Strategies to Consider

- Reduce the amount of waste generated or material used through redesign, buying bulk, etc.
- Invest in materials that are ecofriendlier and recyclable.
- Consider replacing current materials for plant-based, biodegradable alternatives.
- Instigate a customer education initiative encouraging customers to reuse, recycle or return used packaging.
- Partner with manufacturing or packaging companies that employ sustainable practices

