Kwik Lok

PACKING IT UP:
HOW TO CHOOSE AMONG TODAY'S SUSTAINABLE PACKAGING OPTIONS

Packaging materials can have a tremendous impact on food shelf-life, taste, texture, food safety, and, of course, the environment. **Choosing the right material is critical as each option has its own pros and cons.**

Using environmentally friendly packaging gives consumers added value and **reduces waste in landfills by 20%.**[1]

30% of food items are wasted in the supply chains, leading to over-exploitation of the limited resources present on Earth and decreased ROI for production companies.[2]

Proper preservation through packaging materials enhances consumer safety and satisfaction.

43% of consumers consider environmental impact as an extremely important factor when making purchasing decisions regarding packaging.[3]

With increasing environmental concerns surrounding traditional packaging materials, there is a growing shift towards sustainable alternatives within the food industry.

Fortunately, there are many smart and sustainable alternatives, including more sustainable plastics. How do you know which type of sustainable packaging to select? **Choose the best type for your food product by considering the following:**

First, **look at the big picture.**

ARE THERE REGULATIONS IN YOUR MARKET THAT IMPACT YOUR PACKAGING CHOICES?

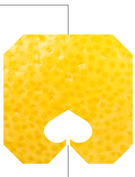
There may be:

- Product or material bans
- Waste reduction
- Food traceability
- Extended Producer Responsibility (EPR) fees
- Recycled content mandates
- Other taxes levied on the producer or consumer

WHAT ARE YOUR COMPANY'S SUSTAINABILITY GOALS?

These may include:

- Carbon emission reduction
- Water reduction
- Waste reduction
- Material chain of custody, such as responsible forestry
- Energy reduction
- Plastics reduction



WHAT LIES AHEAD?

- Is it recyclable?
- Is it compostable?
- Is it reusable?
- Does the consumer have access to the infrastructure?

Which material works for you?

MATERIALS	PLASTIC Fossil-fuel based materials that use polymers as a main ingredient.	BIOPLASTIC A polymer made from renewable sources. It can be compostable.	FIBER Plant-based materials, typically from wood.
Wet and humid conditions	✓	✓	
Hot or cold dry conditions	✓	✓	✓
Heavier products	✓	✓	
Printing capability	✓	✓	✓
Plastics reduction is a driving factor		✓	✓

Finally, do not underestimate the **importance of verifying material assumptions with Life Cycle Analysis Data[4] to understand the benefits and trade-offs of each option.**

SOURCES

1. Sustainability & Flexible Packaging: Advantages & Environmental Impact
2. Packaging-Related Food Losses and Waste: An Overview of Drivers and Issues
3. Sustainability in packaging: US survey insights
4. Everything you need to know about LCA (Life Cycle Analysis)