

# FLEXIBLE PACKAGING IS SUSTAINABLE PACKAGING



For the sake of future generations, it's important that every human being adopt sustainable practices into their daily lives. Any changes, large or small, can have a big impact. Consumers are ready to do their part, and are holding businesses accountable for their commitment to the environment. A recent report from Aflac stated that a whopping 77% of consumers would prefer to buy from a business with a CSR (Corporate Social Responsibility) pledge. This holds true for the packaging industry.

## SUSTAINABLE PACKAGING MATTERS



**82%**

of consumers say they care about the sustainability aspects of packaging



**79%**

of consumers say they prefer products that are in sustainable packaging over ones that are not



**72%**

of consumers say they trust labels that include sustainability benefits on product packaging

The flexible packaging industry, while already the most eco-friendly packaging option, has also been developing ways to further participate in the circular economy. Let's look a little deeper into what sustainable packaging really is, how flexible packaging is the ultimate sustainable packaging solution, and some great examples of this solution found at Polymeral: compostable pouches, zero-waste bags, reusable shopping bags and Oxo-Biodegradable Additives.

<sup>2</sup> FLEXIBLE PACKAGING ASSOCIATION, 2019 - [www.flexpack.org](http://www.flexpack.org)

## SO, WHAT IS SUSTAINABLE PACKAGING?



Sustainable packaging is, in a nutshell, any type of packaging that does not contribute to the depletion of earth's resources. This type of packaging is developed in a way that has a minimal carbon footprint and participates in the circular economy.

Sustainable packaging should meet four specific criteria in order to be both eco-friendly and consumer-ready.

## FLEXIBLE PACKAGING FITS THE SUSTAINABLE BILL



✓ **FEWER, MORE LIGHT-WEIGHT MATERIALS**

✓ **REDUCE, REUSE, RECYCLE**

✓ **FLEXIBLE PACKAGING GOES GREEN**

According to Science Direct, "...the use of plastics in the packaging of food and beverages has allowed a reduction in the weight of packages thanks to their high strength-to-weight ratio, contributing to reduce other impacts along the life cycle of packaging (Andrady and Neal, 2009)."<sup>1</sup>

Flexible packaging is durable and light, and offers high product-to-package ratio to avoid food waste. In using less resources and energy in the manufacturing process, flexible packaging is a highly efficient packaging solution.

Eco-friendly recycling materials give a second life to plastics that are already in circulation, saving natural resources and keeping plastic out of landfills. Developing flexible packaging solutions that can be reused, such as a reusable shopping bag, can also keep the product in use long before recycling or discarding it becomes necessary.

Developing packaging solutions that are not toxic and don't pollute the environment seems like a nearly impossible task. But the truth is, the flexible packaging industry is keenly aware of the importance of keeping packaging in circulation and manufactured from materials that are not toxic to the customers who are consuming the products within.

Brand new solutions such as compostable bags and pouches are now available, and are transforming the way people view plastic packaging.

<sup>3</sup> When plastic packaging should be preferred, SCIENCE DIRECT, 2020 - [www.sciencedirect.com](http://www.sciencedirect.com)

## INNOVATIONS FOR SUSTAINABLE PACKAGING AT POLYMERALL

At Polymerall, we believe it is our responsibility to reduce our carbon footprint and develop new ways to participate in the circular economy. And this will never be at the expense of our high-quality packaging solutions and services. Here are just a few ways we provide environmentally-friendly services to our clients:



**Compostable Pouches** - These pouches are a type of biodegradable packaging that are designed to break down into natural elements within a certain timeframe. These elements are, of course, non-toxic, which makes them an eco-friendly choice. Our laminated films are still customized with your specific products in mind and can be printed in high-quality graphics that will promote your brand. This type of packaging is naturally very popular with clients and is bound to create brand loyalty with environmentally conscious customers.

**Zero-waste Shopping Bags** - Our very own zero-waste bag is reusable and recyclable. It's made from up to 30% post-consumer recycled material and 2 HDPE recyclability grade and water-based ink. It's a convenient and popular t-shirt bag, which is always a great option for a retail business hoping to get their brand out in front.

**Recyclable Features & Degradable Additives** - Degradable additives are added to the resin master batch in the manufacturing process and are designed to help packaging degrade into natural materials. Polymerall is dedicated to these technologies, using them to improve our products while maintaining our high-quality standards.

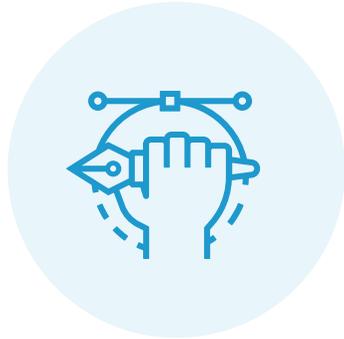


If you're looking for ways to bring more sustainable practices into your business, Polymerall can help. We have the knowledge and experience to bring you the sustainable solutions that can take your products along to a better future for everyone.

## Why choose Polymerall?

### We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

Our team of creative professionals is dedicated to improving brands with customized, efficient and innovative flexible packaging solutions. Producing custom printed, laminated and specialty finished rollstock, laminated films and high-barrier films is one of our specialties.



#### Customizable Design

We offer high-quality packaging solutions with sustainable alternatives such as oxo-biodegradable additives, water-based inks and solvent-less lamination, plus all our packaging can be recycled by consumers.



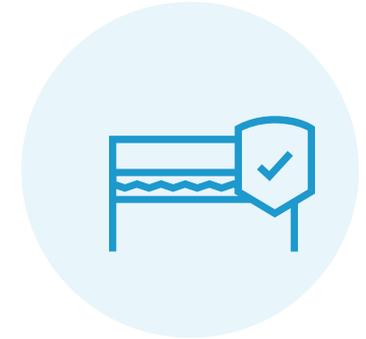
#### Minimum order quantities

We are proud to offer low minimum order quantities.



#### 4 week lead time

4-week lead time, while we work with each client to ensure their product is designed to boost sales, maintain freshness, and lead their company to success.



#### Highest safety certifications

Our facilities and operations have also been awarded the highest safety certifications possible, including the ISO 9001 Quality Control Certification, and the FSSC 22000 Food Safety Certification.

Our manufacturing facilities hold ISO9001, FSSC 22000, FDA and HACCP certifications that guarantee the quality of our products and services.



