

## CASE STUDY FLEXIBLE PACKAGING

# Sustainable Packaging

## BURT'S BEES®

### THE GOAL:

Balancing performance, cost and sustainability for face mask packaging.

### THE CHALLENGE:

Create a single-use package for Burt's Bees new line of face masks. The brand attributes of pure, natural, and responsible needed to be reflected in the packaging. The product going into the package requires a film with high barrier levels; while still meeting the requirements of Burt's Bees Sustainability Packaging Standard.

### THE SOLUTION:

Fortis Solutions Group worked closely with Burt's Bees product development team and our contract packaging partner to develop a package that met both barrier and sustainability goals for the brand. The material engineered specifically for this product is a perfect example of Fortis Solutions Group's capability to engineer unique packaging.

The top layer is a 100% recycled paper content paper that met Burt's Bees requirements for resource recovery and use of recycled content materials. The barrier and sealant layers met their acceptable packaging material components that have a low overall human and environmental health impact to people or planet.

This structure is BPA free, and fully compliant with the FDA direct food contact and OSHA Hazardous materials regulations; California's Toxics in Packaging Laws, and California's Proposition 65 Safe Drinking Water and Toxic Enforcement Act. The recycled-content paper is FSC Certified and processed without chlorine.

We use materials and technology for printing that are inherently sustainable: renewable water-based inks, solvent-free adhesives and a process that avoids expending greenhouse gas emissions.



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