

KNOWLEDGE SERIES FLEXIBLE PACKAGING

Marketing Sustainable Packaging

THE GOAL:

You have made the choice to be a champion of sustainable packaging and now you want to communicate your commitment to your market.

THE CHALLENGE:

Your packaging selection is in some way sustainable; using recycled materials, materials from sustainable resources, or individually certified compostable materials. What are you able to claim about the package without going through expensive certification processes?

USE A SHORT STATEMENT AND GUIDE CONSUMER TO MORE INFORMATION

- Packaging you can feel good about.
- This package won't last forever.
- Package from sustainable resources.
- This package has a sustainability story.

THEN ADD A VIRTUAL ELEMENT TO YOUR TO DELIVER AN ENHANCED EXPERIENCE

Add a simple QR code which provides a pathway to unlimited product information. Consumers can scan and learn about your packaging in a variety of exciting ways.

- Link to a webpage with more information.
- Provide a cool augmented reality experience.
- Information can be constantly evolve while your package remains the same.
- Interactive packaging builds customer loyalty.

YOUR PACKAGING ADVANTAGE



CONTACT US FOR MORE INFORMATION
844-765-8867
info@fortissolutionsgroup.com
fortissolutionsgroup.com