

SUSTAINABLE PACKAGING DEFINITIONS

WE SHOW UP STRONG

WHAT IS SUSTAINABLE PACKAGING?

Many people are naturally concerned about the environmental effects of packaging, but packaging provides the valuable functions of protection, containment, and convenience.

Well designed packaging takes into account the overall lifecycle impact including avoiding waste of the product itself.

A sustainable package could be defined as **one with the lowest environmental impact** that still provides the functionality and performance required to market the product within.



SUSTAINABLE PACKAGING IS

- ❖ Beneficial, safe and healthy for individuals and communities throughout its lifecycle;
- ❖ Able to meet market criteria for performance and cost;
- ❖ Sourced, manufactured, transported and recycled using renewable energy;
- ❖ Able to maximize the use of renewable or recycled source materials;
- ❖ Manufactured using clean production technologies and best practices;
- ❖ Made from materials healthy in all probable end-of-life scenarios;
- ❖ Physically designed to optimize materials and energy;
- ❖ Effectively recovered & utilized in biological and/or industrial cradle-to-cradle cycles.

TYPES OF SUSTAINABLE PACKAGING

Key to understanding sustainable packaging is having a solid foundation of the terms used.



RECYCLABLE



COMPOSTABLE



BIODEGRADABLE



SUSTAINABLE

DEFINITION - RECYCLABLE

A **Recyclable** package can be collected, separated, or otherwise recovered from the waste stream ... for reuse or use in manufacturing or assembling another item.



The fact that technology exists to recycle an item is not enough to support a recyclable claim. Even though an item may be fully recyclable from a technical standpoint, it may not be recyclable from a practical standpoint if there is a limited infrastructure and/or opportunities in place for a consumer to recycle the good.



A product or package should not be marketed as recyclable unless it can be reused, or in the manufacture or assembly of another package or product.



If package has both recyclable and non-recyclable components, the recyclable claim should be adequately qualified to avoid consumer deception about which portions or components of the product or package are recyclable.



Papers, Polyesters (PET), Polypropylenes (OPP), LDPE, and LLDPE are fully recyclable **by themselves** in recycling streams but NOT when they are laminated to other different material components.

DEFINITION - COMPOSTABLE

Compostable means that a package is capable of disintegrating into natural elements in a compost environment, leaving no toxicity in the soil.



Complete breakdown of the package typically must occur within 90 days.



Must define whether it can be composted in a home or commercial composting environment.



Should be substantiated by competent and reliable scientific evidence that all the materials in the product or package will break down into, or otherwise become part of, usable compost.



A claim that a product is compostable in a municipal or institutional composting facility may need to be qualified to the extent necessary to avoid deception about the limited availability of such composting facilities.

DEFINITION - BIODEGRADABLE

Biodegradable packages will completely break down and return to nature (i.e., decompose into elements found in nature.)



Complete breakdown of the package typically must occur within one year.



Substantiated by competent and reliable scientific evidence that the entire package will completely break down and return to nature, i.e., decompose into elements found in nature.



Any biodegradation that happens in landfills is very slow and produces methane.



Must biodegrade in the environment where it is customarily disposed i.e. a landfill.

Biodegradable vs. Compostable

So confusing.



- Breaks down into humus
- Must occur in timely manner
- Cannot release any metals or toxins into compost
- By definition a compostable package is also biodegradable

- Breaks down into elements found in nature
- Can take a long time
- Can leave metal residue



DEFINITION - SUSTAINABLE

Sustainable is used to define a package using the following methods (can be more than one method.)



Made from **renewable materials** versus fossil fuels. Usually a plant-based source such as wood pulp, plant starch or bamboo fiber.



Source reduction. Source reduced packaging requires less resources, increases capacity utilization, and produce less waste.



Renewable energy. Energy for production is from solar, wind, or bioenergy.



Package contains some percentage of **recycled content** materials.

Environmental Policy

- Sustainability goals to reduce carbon footprint and minimize environmental impact
- Preventing or controlling pollution
- Reducing waste and using energy more efficiently
- Water conservation
- Training for environmental awareness

Material Solutions

- We are at the forefront of trialing new materials and methods
- Compostable, recyclable, & sustainable materials are available
- Design for light-weighting materials to reduce solid waste
- Optimized packaging configurations to minimize potential waste factors



Sustainability is part
of our values.

From the way we
run our business to
the product
solutions we
provide.

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SUPPORT INFORMATION

FTC Green Guides

<https://www.ftc.gov/policy/federal-register-notice/guides-use-environmental-marketing-claims-green-guides>

Sustainable Packaging Coalition

Web: [sustainablepackaging.org](https://www.sustainablepackaging.org)

Sustainable Brands

Web: [sustainablebrands.com](https://www.sustainablebrands.com)

Greener Package

Web: [greenerpackage.com](https://www.greenerpackage.com)