FUTURE OF PACKAGING

RESOLVING THE RIDDLE OF SUSTAINABILITY
Sustainable packaging is ready to make the leap to mainstream

PACKAGING FOR SOCIAL GOOD
Smart packaging is benefiting customers and the community

CHINA SAYS ‘NO’ TO IMPORTING WASTE
A Chinese recycling ban has sent the packaging industry into a spin

UNIQUE BARRIER BOARDS
NEW EASILY RECYCLABLE ALTERNATIVE TO PLASTIC COATED BOARDS

WWW.KOTKAMILLS.COM
Circular Economy in Action

Compost enhances soil – back to earth and start anew

Natureflex: Next Generation Packaging

Flexible Films

Barrier Films

Certified biodegradable and compostable waste management

Certified sustainable films

RACONTEUR.NET FUTURE OF PACKAGING

Overview

Resolving the riddle of sustainability

With green and clean credentials, sustainable packaging is ready to make the leap from niche to mainstream

NatureFlex™ – the Facts

Food waste is responsible for

7% of greenhouse gases

20% of all food produced globally is wasted every year

32% of all plastic packaging leaks into ecosystems

2.5m tonnes of plastic produced annually

3m tonnes of plastic produced annually

BIOPLASTICS BIOPLASTICS CURRENTLY REPRESENT ONLY 1 PER CENT OF SOME 300 BILLION TONNES OF PLASTIC PRODUCED ANNALLY

Overview

NATIONAL CONSUMER

RACONTEUR.NET FUTURE OF PACKAGING

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RESOLVING THE RIDDLE OF SUSTAINABILITY

Sustainability in packaging presents a catch-22: considerable progress has been made in terms of product sustainability, but the industry can clearly make more sustainable packaging; the challenge is thus to make packaging sustainable: what is the catch-22? The conclusion seems to be that while the industry can clearly make more sustainable packaging, the market somehow cannot make packaging sustainable: so what is the catch-22? The takeaway from this is that the circular economy is something that we should all be involved in, including consumers and businesses. However, there is a lack of demand, yet it is not sustainable. It is considered in many cases to be a ‘greenwash’ or a way of ‘greenwashing’ the public, as it does not address the root cause of the problem. While the industry can clearly make more sustainable packaging, the challenge is how do we make it sustainable?

In response, M&S has committed to removing plastic from its packaging and making it compostable. That said certain packaging forms still rely on non-compostable materials, such as bioplastics, which remain a challenge. The rise of e-commerce is making it more difficult to tackle packaging waste, especially with the trend towards smaller packaging. However, there are solutions, such as re-usable coffee cups, which have proven successful in other sectors. The challenge is to make packaging more sustainable, not just more recyclable.

For the future of packaging, it is not possible to answer the question of sustainability in fact not in practice nor in practice. But people both professionally and personally need to adapt. - Nick Easen

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New technology provides a personal touch to food and drink packaging

Innovative advances in material science and an increasingly sustainable approach to labelling are setting to transform the packaging and drink industry.

Dr David Gravanis, Chief Marketing Officer for the Avery Dennison Clear Intent portfolio, said: “We understand that consumers within the food and drinks category expect the brands they purchase from are good corporate citizens.”

New touchpoints are being created for consumers with digital labels, and the rise in digital assets such as near-field communication (NFC) and quick response codes (QR Codes) mean that a digital tracking layer can be added to any type of packaging.

A digital layer can also be added to any packaging, which can track a product’s journey from manufacturer to buyer.”

A digital layer can also be added to any packaging, which can track a product’s journey from manufacturer to buyer. These tags can be scanned for further information about the product. The tags can be added to the packaging of any beverage or food product, and can be used to track the journey of the product from farm to table.”

The exponential growth in e-commerce has seen an unsustainable increase in wasteful packaging, posing an immediate problem for businesses to consider how they can reduce their environmental impact.

E-tailers must wrap up a better package

The exponential growth in e-commerce has seen an unsustainable increase in wasteful packaging, posing an immediate problem for businesses to consider how they can reduce their environmental impact.

Whether it is RFID labels, recycling or print, businesses must make sure that they are using sustainable packaging materials and processes to reduce their carbon footprint.

E-tailers that make intelligent packaging their focus could find themselves well ahead of their competitors.

However, a desire to send items via e-commerce is putting pressure on the industry to find new ways to reduce packaging waste. Many businesses are looking to reduce their environmental impact by focusing on sustainable packaging solutions.

Businesses need to think about the implications of their packaging choices. The industry’s big question is whether consumers will want to pay more for packaging that is better for the environment. The industry needs to think about how to reduce packaging waste and make sure that consumers are aware of the impact of their choices.

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In anticipation of a growing demand for packaging that is both environmentally friendly and visually appealing, brands are turning to metallic finishes for their products. These finishes, developed by Transmet, offer a unique combination of durability and aesthetics that can enhance the overall look and feel of a product’s packaging. As a result, these materials are becoming increasingly popular among consumers, who are looking for packaging that not only protects their purchases but also reflects their values and preferences.

The development process for Transmet laminates, which are designed to make any product look more attractive and differentiable, involves close collaboration with brand owners. The process begins with an initial consultation to understand the brand’s vision and goals. This is followed by the creation of a prototype that is tested and refined based on feedback from the brand. The final product is then produced in high volume, ensuring that it meets the brand’s specifications and quality standards.

For the company, this approach is essential for success. It allows them to stay ahead of the curve in terms of innovation and technology, while also ensuring that the final product meets the highest quality standards. By focusing on the needs and desires of the market, Transmet is able to provide a solution that is both innovative and practical, making it a valuable partner for brands looking to differentiate themselves in a crowded marketplace.

R. "Thinking outside the box" is a strategy that many brands are adopting to stand out from the competition. By embracing new materials and technologies, such as metallic finishes, brands can create packaging that is not only functional but also visually striking. This approach allows brands to tap into the growing trend of sustainability and environmental responsibility, while also attracting the attention of consumers who are increasingly seeking out brands that align with their values.

Thinking outside the box means thinking beyond traditional approaches to packaging design. It involves embracing new materials and technologies, as well as reimagining the role that packaging can play in the overall customer experience. By doing so, brands can create packaging that is not only a means of protecting products but also a way to communicate brand values and engage with consumers in new and innovative ways.

"The technology helps boost consumer engagement, improves product presentation, and increases sales. It is key," says Richard Burhouse, commercial director of Transmet. "The needs change as consumers change, either with their wallet or their values. We say, "how can we innovatively support the business, the public, and the environment?""
China imports and recycles almost half the world’s exported plastic waste, but the global reliance on the Asian powerhouse will soon come to an end

Exporting unwanted recyclables to China will be a thing of the past come 2017, when the government’s ban on imported scrap paper and plastic – 24 types of waste, in fact – kicks in.

While this measure is a positive step for Beijing’s environmental policy, through the reduction of leaked hazardous waste from recycling plants, the impact on the country’s and global recycling industries will be profound. In plastic waste alone, China imported and treated $3.7 billion-worth of material in 2016, according to the International Trade Centre and Comtrade.

Countries that rely heavily on shipping their plastic waste extraditionally, such as Germany and the United States, are now scrambling for alternative markets to process their rubbish or deal with the material domestically.

The US-based Institute of Scrap Recycling Industries (ISRI) quickly responded to China’s July announcement to the World Trade Organization, claiming the ban would have a “devastating impact” on the sector. With more than $50,000 American jobs directly supported by recycling export activities, ISRI said the consequences would be “catastrophic”. Although not a complete surprise, since China’s Green Fence campaign to curb scrap imports in 2013, the proposal will shake up billions of dollars in trade and could force further moves by Beijing to cut down on other categories of waste imports in the future.

As this infographic shows, a quarter of all plastic waste travelling to mainland China was from recycling plants, the impact on the country’s and global recycling industries could hint at further moves by Beijing to shake up billions of dollars in trade and cut down on other categories of waste imports in the future.

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A Ballyhoura, with the global cosmetics market forecast to be worth $790 billion by 2030, has been accompanied by a worrying increase in counterfeiting. Beauty brands, which are already under intense scrutiny to enhance value and customer loyalty, are implementing strategies to protect their image and their consumers. Weather is a prime mover among challenges thus time is the finest. For many cosmeceuticals manufacturers, of Japan and Korea, the beauty trend we are seeing from this region is a couples and individual beauty statue, with a growing desire for unique, exclusive and even skin-care thickens. says Andy Ward of London-based Aesop. Korea in particular has been pioneering in this area, bringing this luxury to a young step beauty regime in the form of front-line services. China is one of the biggest markets for Korean cosmetics, but it is also one of the largest users of at-home treatments, although multiple clinicians, including plastic surgeons and plastic surgeons. Korean brands are fighting back against generic packaging.

Hudludan is a mobile app-based solution that keeps the customer to distinguish fake products from the rest using unique DNA data embedded in a smart holographic 1D. Hudludan’s holographic technology is their packaging to protect and enhance their brand identity and authenticity while reducing the possibility of using visual quality and safety of their customers from not using them. Also, it potentially protects the product from fake and illegal sales.

After opening it is a time and temperature monitoring label that uses a colour-changing indicator and a time-temperature indicator to track when faced it at first time. When a pack is opened the atmosphere changes around the blisteringحبيرة and a sticker on the lid gradually changes colour from yellow to purple. The final product from the packing lines, AudiPack, is already being used in a clinical trial at the University of Cambridge, a manufacturer that brings together the power of technology and the miniaturization of electronics on a single chip. AudiPack improves the ease of use and the user experience of the products, while also enhancing the brand experience. The technology is based on the use of smart packaging, which uses electronic tags to store information about the product and its history.

Packaging that doesn’t directly render technology but does so when you interact with it can be considered smart. Make your tablet, your phone, your car, your watch, or even your clothes smart. These trends are already being adopted by smart packaging manufacturers, with a growing number of companies offering smart packaging solutions. These companies include companies like Quadpack, who are committed to sustainability and improving the quality of life for consumers. They use digital technologies to improve the efficiency of supply chains and reduce waste. Quadpack is a leader in the cosmetics packaging industry, and they are always looking for new ways to improve the efficiency of their processes.

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China says ‘no’ to recycling our waste

A ban by China on importing global waste for recycling has sent the packaging industry into a spin

Paul Vanston
Chairman, RAP (Recycling and the Packaging Industry)

There are few realities that really matter in the global packaging industry, but one recently sent a shockwave through the whole sector. It came in the form of China’s announcement in January that it would ban import of most waste, including waste plastics, paper, and yard trimmings from other countries. The move has sent shockwaves through global recycling, with some packaging companies considering new ways of operating.

China’s actions are part of a broader strategy to reduce waste and pollution in the country, which has been described by many as a ‘war on trash’. The country has been importing large volumes of waste for recycling for several decades, and this has been a significant contributor to environmental problems in other countries. China has been a major importer of waste from developed countries, which has played a role in reducing the cost of waste management for those countries.

China’s decision to ban waste imports has caught many companies off guard, and it is likely to have significant implications for the global packaging industry. The move is likely to increase the cost of waste management and recycling in countries that export waste to China, as well as in China itself, where the cost of waste management is likely to increase significantly.

The ban is also likely to lead to changes in the way that companies design and package their products. Companies will need to consider the environmental impact of their packaging, and they will need to find new ways of managing waste. This is likely to lead to new innovations in packaging technology, as companies look for ways to reduce the amount of waste they generate.

China’s decision is also likely to have implications for the global economy. The country is a major importer of waste for recycling, and this has played a role in reducing the cost of waste management for many countries. The ban is likely to lead to increased costs for these countries, which could have implications for their economies and their ability to compete in global markets.

Overall, China’s decision to ban waste imports is likely to have significant implications for the global packaging industry. Companies will need to find new ways of managing waste and designing products, and this could lead to new innovations in packaging technology. The move is also likely to have implications for the global economy, as countries that export waste to China will need to find new ways of managing their waste.
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New technology is opening up new possibilities for brands to engage with their customers in more meaningful ways. This is particularly true in the luxury sector, where the power of “scarcity” is often observed to drive consumer behaviour. In this shopping context, the link Knowledge is more for this one? —

Courting luxury shoppers
Leveraging behavioural economics and
smarter technologies to drive success

The market for beauty, spirits and fashion continues to grow exponentially, and change rapidly, with the impact of e-commerce and social media. Given these dynamics, PIRs are more challenging to apply directly, but successfully, to this challenge. And in fact, many brands have started embracing true, distinctive, recognizable and “luxurifying” identities such as Tiffany & Co., Gucci, Stones & Smiths and more.

One important best practice is to root marketing efforts in a true understanding of the physical and digital shopping experience.

Sensations of luxury: the primary sensory or symbolic cues associated with luxury or premium products are often well established. These design strategies include unique colours, shapes and structures, which often are driven by the brand identity. Whether it is Japanese whisky, French perfume, or Japanese art, the concept is to be luxurious, expensive, sensuous and to create a sense of “luxury bias.” Whether it is Japanese whisky, French perfume, or Japanese art, the concept is to be luxurious, expensive, sensuous and to create a sense of “luxury bias.”

The key part of this strategy is to make sure that the experience is seamless and consistent across all touchpoints. Whether it is through the packaging, the store experience or the digital experience, the goal is to create a cohesive and luxurious experience for the customer.

What can luxury brands do to help ensure successful strategies? What is the role of the luxury shopper?

In this shopping context, there is a need to consider the role of the luxury shopper and how they engage with luxury brands. Whether it is through the packaging, the store experience or the digital experience, the goal is to create a cohesive and luxurious experience for the customer.
Turning used coffee cups into beautiful packaging

How one paper mill in Cumbria is shaping the future

The disposable coffee cup is perceived as one of the great villains of the packaging world. But a world-first recycling initiative is enabling coffee retailers and brands to be part of a beautiful solution.

The pangs of conscience that accompany the morning take-out are set to become a thing of the past, thanks to a forward-thinking paper mill in Cumbria.

A world-first for the packaging world

James Cropper has become the first company to develop a recycling initiative that enables used paper cups to be 'upcycled' on a large scale into high quality papers or moulded fibre packaging.

It's called CupCycling™. It is all about collaboration, working with waste management companies and brands who want to help reduce waste, while also creating beautiful packaging.

A sustainable alternative to plastic

James Cropper’s CupCycling™ initiative provides high quality recycled fibres that can be used across their range of paper products, from renowned bespoke papers, to a disruptive new moulded fibre packaging product, COLOURFORM™.

COLOURFORM™ is a sustainable alternative to plastic in packaging. Not only is it 100% recyclable and naturally biodegradable, it offers a new era of creative freedom in packaging design and performance.

Lifecycle of a Coffee Cup

- RAW MATERIAL
- CUP
- PULP
- PRODUCT
- CONSUMER
- RECYCLE
- LANDFILL

Selfridges

Selfridges is the first major high street retailer to pioneer the use of CupCycling™ fibres - with no compromise to the iconic colour and quality of their distinctive yellow shopping bags. As part of the ‘Buying Better, Inspiring Change’ approach, Selfridges are constantly looking at innovative ways to capture and treat recyclable materials in their business and are proud to be the first retailer to upcycle their cups in this way.

LUSH

High street cosmetics brand LUSH, renowned for their ‘naked’ approach to packaging products, are one of the first global brands to pioneer the use of COLOURFORM™ in packaging. Their custom box was manufactured using recycled fibres. Its elegantly simple design retains LUSH’s natural look and feel and commitment to sustainable packaging, while also being fit to protect, retain and transport the solid bath oils.

www.cupcycling.co.uk
www.colourformpackaging.com