Leveraging Reusable Packaging Materials for a Sustainable Supply Chain

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Why are Packaging Materials Important?

As packaging materials evolve to support the supply chain, companies are looking for ways to achieve the 3 Rs in the environmental hierarchy: reduce, reuse and recycle.
You have choices when it comes to packaging material.
Packaging Material Choices

• Recovered post-consumer and post-industrial plastic
• Recovered plastic at risk of entering the oceans
• Recovered metal scrap
NEW - Packaging with the Ocean in Mind

Plastic at risk of entering oceans

Processed

Repurposed in reusable packaging

POWERED BY POSSIBILITIES.
How Packaging Materials Impact the Supply Chain

- Packaging service life
- Packaging reliability
- Risk mitigation
Trends in material recovery and reprocessing

Recovery
• Packaging buyback programs
• Partnerships with consumer companies to recycle their scrap
• Partner with companies throughout the supply chain

Processing Technology
• Use of technology for more accurate processing
• Better cleaning technology (odor, color, etc)

Source: https://industrytoday.com/2019-plastic-recycling-trends/
Recycling considerations when it comes to reusable packaging

• How much sorting and separation is needed
• Understand the stream
• Proximity to recycling operations
• Product testing
• Colorant issues
• How will it be supplied
• How will the material be transported
The Key to Getting Started – Holistic View of the Supply Chain

- Analyze
- Design
- Prove
- Implement
- Evolve
Now is the Time To Leverage Sustainable Materials

- 2/3 of customers are willing to pay more for sustainable products.
- More than 3/4 of consumers expect businesses to be supporting efforts to stop climate change.
- 9/10 consumers expect businesses to do more than just turn a profit.
- Percentage of customers who would stop buying a product if they learned of irresponsible business practices.

For more information:

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