



WHITEPAPER

SUSTAINABLE PACKAGING 2023

“Connecting you with environmentally and socially responsible businesses in your community and around the world.”



CONTENTS

An Overview	3	Few Leading Examples	12
Business Case for Sustainable Packaging	4	Consumer Behaviour and Sustainable Packaging	13
Dispelling Myths about Sustainable Packaging	5	Opportunities for Sustainable Packaging Businesses	14
International Dialogue on Sustainable Packaging	6	Leaders of Change Case Studies	15
How Some Businesses Measure Sustainability of Packaging	9	Packaging Certifications and Standard	22
Eco-Friendly Packaging Material and Impact	10	Resources	23
Moving to Sustainable Packaging: A Few Pointers	11	About Intengine	24

From year to year, sustainable packaging has seen growth both in consumer expectations and accessibility to solutions. The path forward is being built by companies working through challenges to innovate, partner, and bring costs down to grow the sector globally, and there is so much for all of us to learn.

Our “A Few Leading Examples” features case studies meant to inspire, with examples from decades of experience in this ever-changing industry.

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WOLFPACK PACKAGING INC.

- KAILA GREGORY

Expert Sustainable Packaging Advice

Wolfpack company representatives “run as one” with their customers, working alongside them to understand their pain points, business goals and budgets, while acting as trusted experts, advising and guiding them through the sourcing process.

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PULP MOULDED PRODUCTS

- GORD HEYTING

Pushing Paper Product Innovation Forward

Pulp Moulded Products Inc. now manufactures 50 different sustainable packaging solutions for a variety of industries—everything from medical to hospitality to horticultural packaging made using 100 percent post-industrial paper waste.

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RICHARDS PACKAGING

- MICHAEL BUSSIERE

How Production can Support Pharmaceuticals

RICHARDS Packaging, the third-largest packing producer in North America, is always working towards sustainability despite the many regulations their pharmaceutical products need to contend with. Wherever they can, Richards Packaging works to reduce the ecological footprint of their product through production decisions.

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AN OVERVIEW

Sustainable packaging is more than a buzzword. One of the major global environmental concerns is the increasing amounts of solid waste, of which packaging constitutes a considerable share. The negative impact of single-use packaging on the environment and biodiversity over the past few decades has pushed businesses to explore and embrace 'eco-friendly' packaging. As consumer demands and regulatory requirements multiply, impact packaging is no longer an option – it is a necessity!

The rise in single-use disposable packaging material during the COVID-19 pandemic has re-enforced the need for environmentally friendly packaging. Global packaging market size is projected to grow from USD 277.19 billion in 2022 to USD 397.22 billion by 2030¹, at a Compound Annual Growth Rate (CAGR) of 4.6%. Due to the pandemic and subsequent lockdowns, primary drivers for the packaging industry have been: an increased demand for FMCG (Fast-moving consumer goods) and pharmaceutical packaging and rising e-commerce sales.

Global Packaging Market

^ 4.6%

Compound Annual Growth Rate
(2020-2023)

BUSINESS CASE FOR SUSTAINABLE PACKAGING

Containers & Packaging Waste:

28.1%

of total municipal solid waste

In 2018, containers and packaging waste generation constituted 28.1% or 82.2 million tons of the total municipal solid waste.² With more and more waste being diverted to the landfills and the ensuing greenhouse emissions, consumers are expecting firms to use sustainable packaging and eco-friendly elements in their products. They look up to and are loyal to ethical and green businesses. Millennials are pushing brands to be more socially and environmentally responsible.³

From the business point of view, being ethically clean and green is what sustains businesses in the long run. Unsustainable packaging can damage the reputation of the firm, causing customers to switch to other brands that employ environment-friendly material and processes.

SUSTAINABLE PACKAGING

- Improves brand and consumer perception (potential for increased sales). 70% of all consumers are likely to be influenced by environmentally friendly packaging⁴
- Provides opportunity for unique brand positioning in specific markets
- Increases sales amongst certain demographics
- Enhances customer satisfaction through easier disposal / recycling of packaging
- Results in cost reductions through minimised material usage and increased lifespan / longevity (e.g. returnable containers in supply chain)
- Reduces an organisation's carbon footprint
- Potentially reduces in-transit costs through minimised materials / volume and saves storage and warehouse requirement (dependent on materials used)



IN CERTAIN
DEMOGRAPHICS



of customers likely influenced by
environmentally friendly packaging



THROUGH MINIMISED
MATERIAL USAGE

DISPELLING MYTHS ABOUT SUSTAINABLE PACKAGING

Sustainable packaging means additional cost to the business:

Though the cost of sustainable packaging may seem high initially, it is known to result in sustained profits in the long-run. Recent research shows that companies could save as much as US \$46 Billion with more sustainable packaging by adopting eco-friendly materials and processes.⁵ Certain countries offer tax incentives to companies that use eco-friendly material.

Sustainable packaging materials are limited:

In response to the growing need for sustainable packaging, packaging firms have been constantly innovating. Green materials such as polylactic acid (PLA), bagasse, recycled paper, and post-consumer polystyrene are being used to manufacture coffee cups, plates, cutlery, and boxes.

For instance, Evocative, a New York-based biomaterials firm developed a mushroom-based material that can be used as an alternative to plastic packaging.⁶ Similarly, Biopac, a UK-based bioplastic developer uses polylactic acid (PLA)⁷ from renewable plant sources to manufacture compostable cups and food packaging.



Recyclable Packaging does not mean Sustainable Packaging

What determines sustainability of packaging is the entire life cycle. When looking for sustainable solutions, companies need to consider fuel use, product-to-package ratios, the amount of materials ending up in landfills, and other factors. Although a crucial one, recyclability is just one component of sustainability. For instance, a steel can for packaging coffee seems more sustainable than a flexible pouch but it consumes 16 times as much water during the material development stage, so it could negate benefits gained from recyclability.¹⁰

Companies could save

46 BILLION USD

with more sustainable packaging

Sustainable packaging is more wasteful:

Sustainable packaging starts at packaging design, eliminating unnecessary material and creating less packaging waste. Using plant based plastics, biodegradable and recycled products makes it possible to reduce the amount of waste sent to landfills. For instance, molded fiber products⁸ are made using biodegradable waste procured from recycling companies and individual households.

Sustainable packaging is not interesting enough:

It is not just cream and dull brown. Technology and innovation have ensured that sustainable packaging is not only capable of a purchase-worthy first impression,⁹ but a huge customer lure.

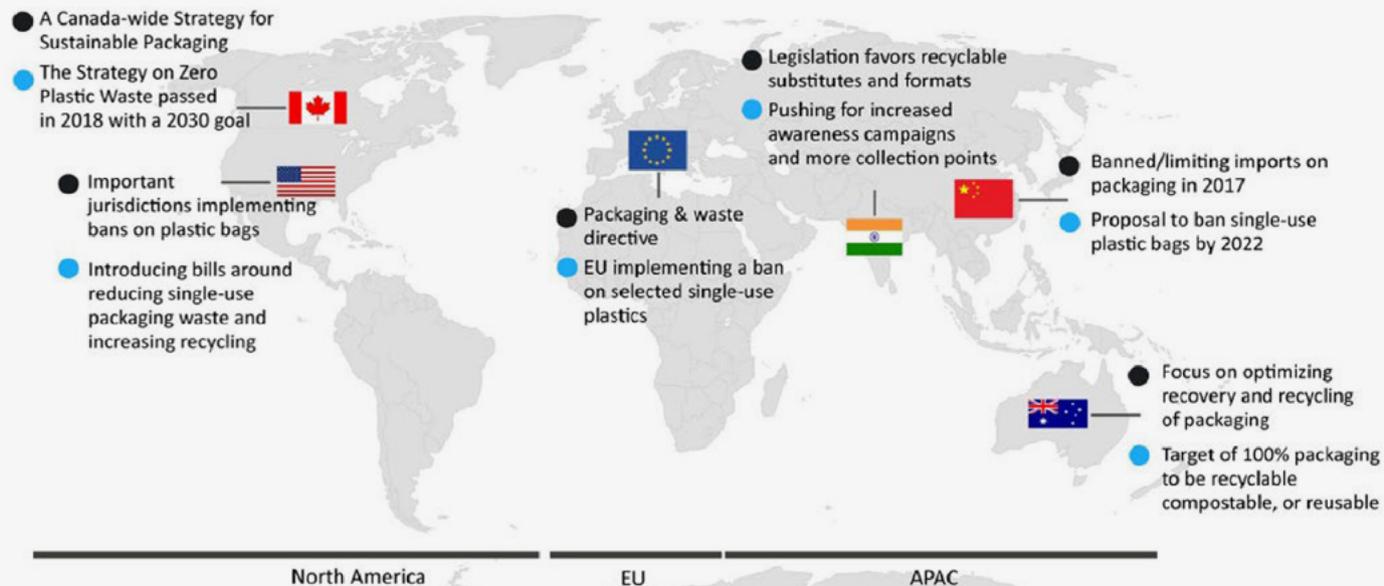
INTERNATIONAL DIALOGUE ON SUSTAINABLE PACKAGING

In order to tackle the growing problem of packaging waste, governments and regulators across the world are taking major steps towards packaging sustainability. Regulations to improve waste management and mitigate harm have been adopted across the globe.¹¹

Regulatory pressure is increasing across regions

Examples are not exclusive

● Current regulation in place ● Recent steps on sustainability regulations



Industry coalitions and alliances have endeavored to collectively respond to and address issues related to packaging sustainability.

Source: Expert interviews; press search; McKinsey Sustainability, January 2020

INTERNATIONAL DIALOGUE ON SUSTAINABLE PACKAGING

Sustainable Packaging Alliance (SPA)

The alliance was founded in Australia in 2002 at the Packaging and Polymer research unit, Victoria University of Technology and RMIT to encourage and assist the packaging industry towards sustainability. Its research based on stakeholder engagement and consultation is geared towards developing long term sustainable packaging strategies.¹²

SPA's principles/definition¹²

KPIs

Effective

The packaging system adds real value to society by effectively containing and protecting products as they move through the supply chain and by supporting informed and responsible consumption.

- Reduces product waste;
- Improves functionality;
- Reduces business costs;
- Achieves satisfactory ROI.

Efficient

The packaging system is designed to use materials and energy as efficiently as possible throughout the product life cycle. This should include material and energy efficiency in interactions with associated support systems such as storage, transport and handling.

- Improves product / packaging ratio;
- Improves efficiency of logistics;
- Improves energy efficiency (embodied energy);
- Improves materials efficiency (total material used);
- Increases recycled content;
- Reduces waste to landfill.

Cyclic

Packaging materials used in the system are cycled continuously through natural or industrial systems, minimizing material degradation.

- Returnable (closed loop);
- Reusable (alternative use);
- Recyclable (technically recyclable and recovery system in place);
- Biodegradable (technically biodegradable and recovery system in place).

Clean

Packaging components used in the system including materials, finishes, inks, pigments and other additives do not pose any risks to humans or ecosystems. When in doubt the precautionary principle applies.

- Reduces generation of airborne emissions;
- Reduces generation of waterborne emissions;
- Reduces toxicity;
- Reduces litter impacts.



INTERNATIONAL DIALOGUE ON SUSTAINABLE PACKAGING

Sustainable Packaging Coalition (SPC)

The coalition¹³ envisions “a world where all packaging is sourced responsibly, designed to be effective and safe throughout its life cycle, meets market criteria for performance and cost, is made entirely using renewable energy, and once used, is recycled efficiently to provide a valuable resource for subsequent generations.” According to the Sustainable Packaging Coalition (SPC), packaging is sustainable when it:

1. Is beneficial, safe & healthy for individuals and communities throughout its lifecycle.
2. Meets market criteria for performance and cost.
3. Is sourced, manufactured, transported, and recycled using renewable energy.
4. Optimizes the use of renewable or recycled source materials.
5. Is manufactured using clean production technologies and best practices.
6. Is made from materials that remain healthy throughout the life cycle.
7. Is physically designed to optimize materials and energy.
8. Is effectively recovered and utilized in biological and/or industrial closed-loop cycles.

In addition to many smaller companies, its members include major corporations such as McDonald’s, Johnson & Johnson, Coca Cola, Unilever and Kraft Foods.



HOW DO BUSINESSES MEASURE PACKAGING SUSTAINABILITY?

Companies are realizing opportunities and communicating with consumers about sustainable packaging. Sustainable packaging strategies and robust consumer testing is carried out, especially by large organizations before design and implementation of packaging.¹⁴

Sustainability means different things to different companies. Where one packager may define sustainability as avoiding greenhouse gases, another may define it as reducing food waste. With recent packaging innovations such as recyclable films hitting the market, it's important to understand the true environmental impact of the packaging value chain. Almost all the top 100 FMCG companies have made bold statements to drive sustainability over the coming years.¹¹

Many of these companies are setting packaging sustainability goals to be achieved by 2025. SPC's Goals Database includes 640 entries of goals and statements of interest from 100 brands and retailers. Some of these goals include:¹⁵



ECO-FRIENDLY PACKAGING MATERIAL AND IMPACT

In an attempt to reduce their carbon footprint, businesses are improvising with new ways to package their products. The cradle-to-cradle concept is becoming increasingly popular. This means taking responsibility for the entire value chain of packaging – from sourcing of packaging material, right up to disposal of packaging. Innovative and eco-friendly alternatives to traditional packaging are available to environmentally conscious businesses. Here are a few:¹⁶



Eco-friendly Packaging Material		Industry Usage and Impact
	Mushroom packaging	This eco-friendly packaging alternative is made from agricultural waste fused together with a matrix of mushroom roots. It is gaining popularity especially in the food and beverage industry.
	Cornstarch packaging	Derived from corn/maize, corn-starch is an organic material with plastic-like qualities and is used as a more sustainable alternative to plastics.
	Seaweed packaging ¹⁷	This plastic-like packaging is the front-runner in edible packaging, thereby negating the need for extra plastics and cardboard.
	Biodegradable packing peanuts	This material is a biodegradable and less expensive alternative to traditional Styrofoam which is neither recyclable nor biodegradable. It is used in loose-fill packaging for fragile or otherwise sensitive items, helping to prevent movement and cushion against shocks.
	Corrugated bubble wrap	Traditional bubble wrap made from plastic is not the eco-friendliest of materials. The up-cycled version however, made from post-consumer waste, is as good at shock absorbing as the bubble wrap.
	Air pillows from recycled material	Used for filling voids and providing cushioning, inflatable air pillows are a great eco alternative to bubble wrap and Styrofoam. Since the primary packaging material consists of air, it hugely cuts cost and the amount of plastic used in production.
	Recycled cardboard and paper	While organic in nature, paper and cardboard have a huge environmental impact if sourced unsustainably. But since they are recyclable, environmentally conscious companies are moving to post-consumer and post-industrial recycled alternatives.
	Eco-friendly and recycled plastics	Plastics are not about to get entirely eliminated, at least anytime soon. There are however, an array of shipping materials like drums, spill trays, and spill control pallets, that are made from 100% recycled plastic.
	Organic Fabrics	Organic fabrics are being used as the first alternative to plastic bags. Made from different material including hemp, organic or recycled cotton, tapioca and palm leaves, even if thrown out they can biodegrade in around 100 days compared to the 10,000 years it takes for a plastic bag to biodegrade.
	Other Bio-based packaging such as Eucalyptus, shrimp shells, coconut ¹⁸	Eco-friendly packaging is acquiring a chic relationship with luxury companies pushing into the eco-packaging space. Completely dispelling the myth of eco-friendly packaging being uninteresting and bland, a France based luxury champagne company Veuve Clicquot used potato starch along with natural fibers, paper and water to create isothermal packaging.



MOVING TO SUSTAINABLE PACKAGING: A FEW POINTERS ¹⁹

- 1.** Design packaging keeping in mind recycled content of raw material and recyclability of end packaging. Design for reuse. Support the growth of local recycling infrastructure and continue to include chemical recycling as an option.
- 2.** Don't substitute packaging material without evaluating the environmental impact across the entire value chain. For instance, replacing fuel-based plastics with bio-plastics may shift the burden on agricultural production that may already be strained in certain land areas. Even shifting to paper which is the first alternative to plastic, has in some cases led to a higher environmental impact.
- 3.** Work to reduce packaging material but within the limits allowed by its purpose. A wasted product resulting from sub-par packaging material has a far greater environmental impact than that of avoided packaging material.
- 4.** Shift to mono material alternatives only when the product itself is not compromised and there are qualitative and quantitative advantages in shifting from laminates and composite packaging.
- 5.** Look for opportunities to reinvent packaging and innovate.

A FEW LEADING EXAMPLES

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Well-known brands like L’Oréal, Zappos, McDonald’s, Apple and Amazon have all embraced paper packaging.²⁰



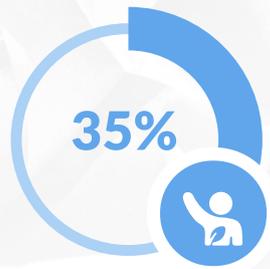
Sustainable packaging initiatives by smaller brands²¹

- The T-shirt Mill, an e-commerce site that produces customized accessories and apparel, transports orders in 100% compostable mailers made from bio-based polymer and plant materials.
- Ritual, a vitamin supplements company, has adopted mailers made from recycled newsprint and fibers.
- Maison Tess, a textile company, uses compostable mailers and provides reusable packaging (cotton drawstrings).
- FoodCraft, a health foods company, uses compostable boxes that are plant-based.
- Mrs. Meyer’s Clean Day, a household products brand, uses recyclable bottles for its soaps and cleansers.
- Ananta Sustainables provides 100% compostable take-out containers made from paper, wood, bagasse, and materials made from agricultural waste.²⁵

CONSUMER BEHAVIOUR & SUSTAINABLE PACKAGING

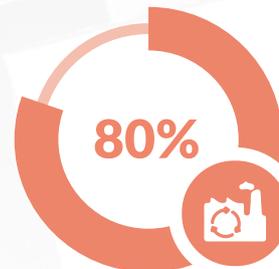
The performance of the packaging industry has been quite robust in the years following the COVID-19 pandemic. E-commerce has seen a boom as has online shopping. Demand for medical packaging has surged and single-use, disposable food packaging has made a comeback – perceived as a safer and a more hygienic option.

Sustainable packaging sales, consumer opinions and habits



have changed their sustainability habits

The eco-consciousness of the general consumer has held up. In a survey of 40,000 consumers across 23 countries, 35 percent of respondents have changed their sustainability habits since the end of May 2020, for the better.²²



believe manufacturers should be more involved in recycling/reuse

80% are of the view that packaging manufacturers should be involved with recycling and reuse of the product they produce.



likely to avoid products with lots of packaging

In order to compensate for additional packaging used this year, in the coming year 57% are likely to avoid products that use a lot of packaging material.

OPPORTUNITIES FOR SUSTAINABLE PACKAGING BUSINESSES

As plastics continue piling up in the world's landfills and oceans, governments around the globe are rolling out legislation in response to public outcry, encouraging consumers to bring their own containers and avoid single-use receptacles. ²³

In a survey carried out by McKinsey in August 2020²⁴, despite economic slowdown

60-70%

would pay more...

60 to 70 percent of consumers across end user segments said they would pay more for sustainable packaging.

52%

would buy more...

52 percent said they would buy more products with sustainable packaging if those products didn't cost too much more.

35-36%

would buy more...

35 to 36 percent of respondents would buy additional sustainably packaged products if they were more available in stores, available for more products, and better labeled (to indicate green packaging).

In these responses lies huge opportunity for the sustainable packaging business. The supply chain will need to adapt to the disruptions and shifting demands.



CASE STUDY

Wolfpack Packaging Inc., Kaila Gregory

Wolfpack Packaging, a Trusted Advisor in the Move to Greener Solutions



SECTORS:

Packaging

SPECIALITY:

Sustainable Packaging

SOLUTION:

Make packaging from recycled materials, which can also be recycled by the customer

Consumer demand, climate legislation and growing eco-awareness are driving companies to increasingly seek new and innovative ways to reduce their environmental footprints. Transitioning to sustainable packaging is one of the easiest and most cost-effective ways businesses can reduce their waste and emissions, doing their part to lessen the hundreds of millions of tons²⁶ of plastic that end up in landfills and oceans each year, while also communicating their environmental consciousness to consumers.

Since the company was established in Newmarket, Ontario in 2003, Wolfpack Packaging²⁷ has been manufacturing and distributing cutting-edge solutions to clients across the province and beyond. Wholesale and retail customers count on Wolfpack for consistently offering excellent service, custom manufacturing and on-time delivery of high-quality product including consumer goods packaging, packing supplies, janitorial supplies, office supplies and more.

The company's reputation as a trusted expert in traditional packaging, including their understanding of the product life cycle, and their insights into the challenges of their customers, has positioned Wolfpack to begin offering eco-friendly alternatives to regular packaging in response to the growing demand. *"Ultimately, people in their daily lives are looking to make more sustainable decisions."* says Kaila Gregory, Wolfpack Packaging's Director of Marketing.

And legislation, such as the Canadian federal government's ban on single-use plastics that came into effect in December 2022 and is continuing to be implemented in 2023, is making sustainable packaging non-negotiable in some cases. "A lot of companies are following the legislation and knowing that is the direction things are going," Gregory continues.

To stay on the cusp of global innovations in eco-packaging, Wolfpack representatives look to such nations as Germany, Hong Kong, the U.K. and the U.S., regularly attending conferences across the border to source new materials and products. Among Wolfpack's environmentally friendly packaging solutions are the company's Padded Recycling Mailers²⁸, which are filled with newsprint and can be recycled after use, as well as their recycled-and-recyclable Kraft Self-Sealed Padded Mailer.²⁹

CASE STUDY

Wolfpack Packaging Inc., Kaila Gregory

Some of Wolfpack's best-selling offerings include recyclable Canadian corrugated packaging and corrugated boxes, both made of 70 to 80 percent post-consumer waste and recycled product. The company also distributes a waterproof, tear-resistant and home-biodegradable beer ring³³ made from pulp and recycled product which will likely grow in demand once the Canadian government's June 2023 ban on plastic six-pack beer rings comes into effect.

Wolfpack also manufactures its own packaging at its Newmarket plant, where sustainability is built into the production process. After creating cardboard boxes, for instance, offcuts are sent over to Wolfpack's sister company Pulp Moulded Products³⁰, to be blended down and turned into the company's signature "pulp" packaging which is ideal for protecting delicate items like wine bottles and electronics. Both companies were started by CEO and Founder Gord Heyting who has always kept sustainability top of mind. Wolfpack also sends its discarded office paper to Pulp Moulded Product, diverting about 2,500 tons of paper from landfills each year.

"Wolfpack's special relationship with Pulp Moulded Product and with Gord's vision puts us at a significant advantage because there aren't any other distributors that have that type of relationship directly with the manufacturer." explains Gregory.

Not only are Wolfpack's sustainable packaging options made from recycled products, but many are also recyclable, and some biodegradable, on the consumer end, which is not always the case for recycled-material packaging. For example, some packaging on the market is biodegradable, on a commercial level, but not "home biodegradable" by the consumer.

Because Wolfpack is both a manufacturer and a distributor, the company has the unique ability to produce custom quantities in-house, then "stock and release", cutting down on transportation and storage time, costs, and environmental footprint for retailers. *"One of our major differentiators [from other packaging companies] is that we don't just do distribution...If you need 50 boxes, you can get 50 boxes. In many ways it's a much more sustainable way to do your packaging,"* Gregory explains.

When it comes to their relationship with customers and clients, Wolfpack goes beyond the cut-and-dry business transaction. Company representatives "run as one" with their customers, working closely alongside them to understand their pain points, business goals and budgets, while acting as trusted experts, advising and guiding them through the sourcing process to ensure they design a bespoke solution that meets the client's unique packaging needs. *"We really want to be that partner in business; to be that consultant guiding you along the way,"* Gregory says.

Wolfpack Packaging representatives are also tuned in to changes in provincial and federal packaging laws. Gregory notes: *"We're on top of legislation, and where you need to be sustainable, we're doing the sourcing for you...Companies know that if they are working with us, we will be that advisor and expert and provide them with that information."*

Although 90 percent of Wolfpack's business is B2B, the organization does sell direct-to-consumer through its website³¹ to meet the growing demand from start-ups, solopreneurs and other small businesses who have few alternatives for sourcing eco-conscious packaging in smaller quantities.

CASE STUDY

Wolfpack Packaging Inc., Kaila Gregory



“*Ultimately, people in their daily lives are looking to make more sustainable decisions.*”

KAILA GREGORY, WOLFPACK PACKAGING'S DIRECTOR OF MARKETING

In an industry that is changing by the day, [Wolfpack.ca](https://www.wolfpack.ca)³² positions itself as a destination for sustainable packaging news, regularly publishing blogs to keep clients and customers informed on developments in innovation and legislation. *“I think it's the responsibility of companies like ours to make sure we're educating people.”* says the executive.

With so many advantages setting Wolfpack Packaging apart from its competitors, it's not surprising that the company has doubled since 2013, with staff headcount ballooning to over 50. Wolfpack is positioned to continue on this upwards trajectory for the foreseeable future. *“The demand for pulp products is through the roof...I'd be shocked if in a year or two [Wolfpack] is not looking for a new facility because we're continuing to grow significantly,”* Gregory predicts.

As more sustainable, plastic-free and single-use packaging legislation is being proposed and implemented in cities, provinces, and nations, making plans to move towards more eco-conscious solutions is simply smart and responsible business.

With its twenty years of experience in the packaging industry and knowledgeable representatives on-hand, organizations can depend on Wolfpack Packaging as they move towards greener packaging practices. Gregory says: *“We really want to run alongside customers and help them grow.”*

To learn more visit [Wolfpack.ca](https://www.wolfpack.ca)

CASE STUDY

Pulp Moulded Products Inc., Gord Heyting

Zero-waste living and sustainable packaging options may be trending these days, but Gord Heyting, CEO of Pulp Moulded Products Inc. (PMP), started creating moulded fiber packaging to replace petroleum-based versions back in 2009.



**pulp
moulded**
PRODUCTS

SECTORS:

Everything from medical to hospitality to horticultural

SPECIALITY:

Pulp moulded packaging

SOLUTION:

High performance products to replace plastics

Until then, since 2003 Heyting had been running Wolfpack Packaging Inc., a reseller of corrugated boxes and shipping packaging. *“We’d always been interested in quality, speed, customer service and being really customer-focused,”* he explains from his office in Toronto. *“And that’s what began our sustainability journey in the sense that we knew our customers were always looking for better alternatives than what the marketplace offered. We understood their struggles and we understood that it was hard to find cost-effective, efficient, performance-based products to replace plastics.”*

Pulp Moulded Products Inc. now manufactures 50 different sustainable packaging solutions for a variety of industries—everything from medical to hospitality to horticultural. The packaging is made using 100 percent post-industrial paper waste, which is mixed with water to create a paste, then formed and dried. The result is 100 percent recyclable packaging meant to replace Styrofoam, plastic or pulp packaging.

With a manufacturing plant in Boston, Toronto and a new facility in the works in Reno, as well as packaging carried at retailers across North America, there’s a strong chance you may have come across Pulp Moulded Products Inc. packaging in the grocery store produce aisle, when opening an electronics package or wine delivery. (Wineries use pulp moulding for bottles, hence the company’s strong presence in Napa Valley.)

If you’re a product manufacturer seeking green alternatives, the good news is sustainable packaging doesn’t have to cost more than traditional options. Heyting explains: *“As technology changes, and as we innovate in our industry, we’re able to offer a better product for less money than before... So, we’re often offering not just a safe, sustainable solution, but a cost-effective one too.”*

CASE STUDY

Pulp Moulded Products Inc., Gord Heyting



“I think that will be the ‘Wow’ factor for people. Sustainability will be the number one attractiveness in terms of packaging. Instead of [them saying] ‘Oh, look at that shiny box’, it’ll be more like, ‘Oh, look at that brown box.’”

GORD HEYTING, CEO OF PULP MOULDED PRODUCTS INC.

Along with creating packaging for a myriad of industries that include automotive and consumer goods, Pulp Moulded Products Inc. is considering making its first foray into cosmetics packaging. The company is investing in new technologies that will allow them to use recycled content to create makeup packaging, which traditionally uses plastic Vacuform packaging parts. When considering Pulp Moulded Products’ various offerings, Heyting is particularly proud of the 2S Tray, designed to replace Styrofoam. *“The 2S Tray is a homegrown application that we put together from scratch. We did all the research and development around it and all the waterproofing. We were the first*

ones to do it in our type of moulded fiber,” he says. The CEO sees a future where packaging takes on even more importance, driving purchasing decisions as much as packaging appearance and marketing messages. *“I think that will be the ‘Wow’ factor for people. Sustainability will be the number one attractiveness in terms of packaging. Instead of [them saying] ‘Oh, look at that shiny box’, it’ll be more like, ‘Oh, look at that brown box.’”*

Intrigued? If environmentally friendly packaging is part of your company’s future, head over to the **Pulp Moulded Products Inc.** website to learn more or **Get a Quote.**

CASE STUDY

RICHARDS Packaging: How Production can Support Pharmaceuticals

RICHARDS Packaging, the third-largest packing producer in North America, is always working towards sustainability despite the many regulations their pharmaceutical products need to contend with. Wherever they can, RICHARDS Packaging works to reduce the ecological footprint of their product through production decisions.



SECTORS:
Pharmaceuticals

SPECIALITY:
Pharmaceuticals, and more

SOLUTION:
Reduce the ecological footprint of their products through production decisions

How RICHARDS Packaging Supports Sustainability in One of Packaging's Most Regulated Sectors

One of the largest sectors in sustainable packaging is also the most overlooked – pharmaceuticals. Every day, millions of people collect essential medications from their local pharmacies, but few give a second thought to the plastic vials they arrive in. However, these containers are carefully designed and must meet stringent health and safety standards.

RICHARDS Packaging, the third-largest packing producer in North America, is always working towards sustainability despite the many regulations their products need to contend with.

Their approach? Consider sustainability at every step of the manufacturing process, even if the end product is not yet ideally eco-friendly. The company's SECURIGO medication vials are their biggest selling product – this is the familiar, cylindrical vial with the child-safe lid that is used at nearly all pharmacies across North America. The vials are required by law to be non-reusable, childsafe, and made from virgin, non-recycled materials – all important standards for patient safety, but definitely not conducive to eco-friendliness.

However, RICHARDS Packaging hasn't let these circumstances hold them back from working towards a smaller footprint. One major asset to RICHARDS' quest for sustainability is their manufacturing facility. The plant is where they produce their SECURIGO medication vials, taking sustainability seriously – they're the only one in Canada to be Ecoresponsible certified by the Council of Sustainable Industries. To avoid fossil fuel emissions, the plant has materials delivered via train to a railspur they purchased, and the entire facility operates on a closed-loop, hydropowered system.

CASE STUDY

RICHARDS Packaging: How Production can Support Pharmaceuticals



Wherever they can, RICHARDS also works towards reducing the ecological footprint of their product. For example, pharmaceutical vials cannot be reused, or made from post-consumer plastic due to the risk of introducing contaminants. If they are reused, they may also fall out of compliance with strict standards for child-safe packaging as the relevant components wear out.

However, the company has pursued sustainability without compromising patient health and safety. RICHARDS' vials weigh less than others on the market, in order to use less plastic. They also take on community and educational initiatives, such as raising awareness among pharmacists to choose medication vials that are not too large. While this may sound like a negligible difference, a 10-gram vial uses 24% more plastic than a 7-gram one, and a banner group of pharmacies can consume a truckload's worth of vials during one calendar year alone!

“However, the company has pursued sustainability without compromising patient health and safety. RICHARDS' vials weigh less than others on the market, in order to use less plastic.”

MICHAEL BUSSIERE, SENIOR VICE-PRESIDENT

The company also looks to the future. Before the COVID-19 pandemic, RICHARDS Packaging piloted a project that would allow consumers to return their vials to designated containers at their pharmacy. RICHARDS would pick the containers up, then repurpose the plastic into entirely new types of products. While the containers were already recyclable, this more direct 'upcycling' approach opens up a whole new arena of potential applications.

By looking for ways to prioritize sustainability at even the smaller steps of their process, RICHARDS Packaging has found that they can make great strides.

The takeaway? A more sustainable business model is always within reach, no matter the challenges on the way to getting there.

Learn more about RICHARDS Packaging at richardspharmasolutions.ca



PACKAGING CERTIFICATIONS AND STANDARDS

The following are examples of the most recognizable eco-friendly labels on packaging and sustainable packaging certifications:

- Compostable: Biodegradable Products Institute Label
- Cradle to Cradle
- The Forest Stewardship Council (FSC)
- Global Recycle Standard
- Green Circle
- ISO 14000 Family (Environmental Management)
- ISO 13485:2016 and ISO 14644-1:2015 (Medical Packaging)
- Sustainable Forestry Initiative (SFI)
- UPS Eco Responsible Packaging

RESOURCES

1. [Vantage Market Research, Green Packaging Market](#)
2. [Containers and Packaging: Product-Specific Data](#)
3. [Millennials Driving Brands To Practice Socially Responsible Marketing](#)
4. [Environmentally Friendly Packaging](#)
5. [Companies could save with more sustainable packaging](#)
6. [Mushrooms-An ecological alternative to plastics](#)
7. [Polylactic Acid: A Sustainable Bioplastics Packaging Option](#)
8. [Molded Fiber is shaping the future](#)
9. [26 Experts share ideas on 2018 packing trends and sustainable packaging](#)
10. [Flexible plastic coffee pack stands-up to LCA assessment](#)
11. [The drive toward sustainability in packaging—beyond the quick wins](#)
12. [Sustainable Packaging Redefined](#)
13. [Sustainable Packaging Coalition](#)
14. [Consumer Considerations for the Implementation of Sustainable Packaging: A Review](#)
15. [Our Pillars - Sustainable Packaging Coalition](#)
16. [Eco Friendly packaging alternatives](#)
17. [The front-runner in edible packaging materials - Is seaweed the packaging material of the future?](#)
18. [14 ways to make your packaging more sustainable & eco-friendly](#)
19. [Top 9 sustainable packaging trends](#)
20. [Top Companies That Are Switching to Paper Packaging](#)
21. [Why You Need to Offer Sustainable Packaging — and How to Do It Right](#)
22. [Has COVID killed sustainable packaging?](#)
23. [The drive toward sustainability in packaging—beyond the quick wins](#)
24. [Sustainability in packaging: Inside the minds of US consumers](#)
25. [Savera Weerasinghe, Founder, Ananta Sustainables](#)
26. [Visual Feature - Beat Plastic Pollution](#)
27. [Wolfpack Packaging on Intengine](#)
28. [Padded Recyclable Mailers - Kraft](#)
29. [Kraft Self-Seal Bubble Mailer](#)
30. [Pulp Molded Products](#)
31. [Wolfpack Packaging](#)
32. [Wolfpack Packaging](#)

CASE STUDIES

1. [Wolfpack Packaging - Kaila Gregory, Wolfpack Packaging a Trusted Advisor in the Move to Greener Solutions](#)
2. [Pulp Moulded Products - Gord Heyting, Pushing Paper Product Innovation Forward](#)
3. [RICHARDS packaging - Michael Bussiere, How Production can Support Pharmaceuticals](#)

ABOUT INTENGINE

Intengine, Winner of 2019, 2020 & 2021's Most Outstanding Platform for Sustainable & Eco-friendly Business

WHAT MATTERS TO US

The Power of Good

Positive incremental changes in our everyday lives can lead to substantial transformations on a global scale.

Equal Access

Regardless of size, all businesses have equal access to our features and users, so they can bring about important changes to the sustainable marketplace.

Human Rights

We support an inclusive and equitable marketplace that benefits from the contributions of a diverse and engaged population.

Transparency and Accountability

Consumers and businesses alike can benefit from an open platform for feedback and communication.

Giving Back

Being responsible takes dedication, so we support conscientious innovators and entrepreneurs by donating 10% of our advertising space to emerging companies.

Ecological Stability

Respect, replenish and reuse the earth's resources to maximize its potential with the least impact.



ABOUT INTENGINE

Making An Impact

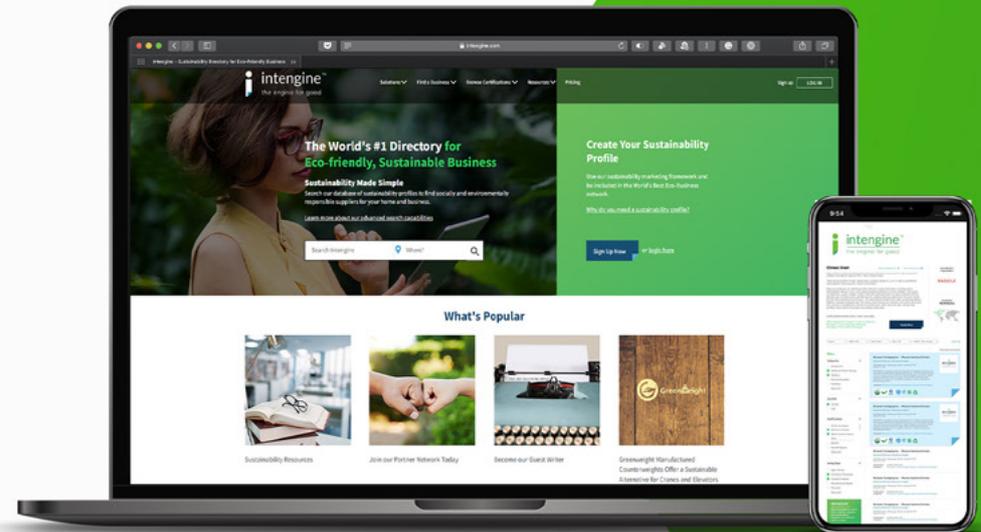
Every Decision Counts

At Intengine, we know you're tired of empty promises from greenwashed brands. You want to know that you are supporting a business you can believe in. Our extensive database of social and environmental certifications gives you a more balanced story, so you can understand not just who claims to offer sustainable products and services, but what these companies are actually doing to make a difference.

For Businesses

Be Part of the Solution

It's about progression, not perfection. Your business belongs on Intengine if you are committed to fostering, measuring, or improving your social and environmental performance. List your own business, find businesses that can help make your supply chain something your customers feel great about, and use our advertising platform to connect with an audience that shares your passion.





sustainability made simple.



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