

Innovations in Sustainable Packaging



Sustainable Packaging Advantages

- Customers want it
- Advertising/Marketing
- Appearance
- Use of renewable resources
- Promotes composting
- Encourages recycling



Sustainable Packaging Disadvantages

- Shelf life
- Alternate use of products in food supply
- Appearance – change from norm
- Quality/Durability
- Lack of composting
- COST, COST, COST



Packaging Success Story

Degradable Produce Bags

- Slightly cheaper
- Great advertising, bag and header



Packaging Success Story

Corn-based Fruit Cups

- Same cost for clear cups vs. printed
- Concerns with shipping/storage temperatures



Packaging Challenge Story

Egg Cartons

- Customers unhappy
- Supplier unhappy
- Municipalities not educated
- Compromise



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