Sustainably Packaged

PURPOSE ISSUE 2023

DO'S & DON'TS
of Sustainable Packaging

Getting Into THE LOOP

RIDWELL
The Future of Household Recycling

WHAT'S YOUR WHY?

AN ORORA PUBLICATION

OUR PROMISE:

Orora has partnered with

ONETREEPLANTED

to plant a tree
for every printed copy of
Sustainably Packaged,
helping minimize
our impact on the
environment.

Over 5,000 trees already planted in partnership!

ONETREEPLANTED.ORG
REFORESTATION PARTNER

Table of Contents

4 The Purpose of Packaging
7 Practice Makes Sustainability
8 Sustainable Product Shout-out
10 Corrugated
12 Sustainable Benefits of Digital Printing
14 Podcast Corner
18 Ridwell: The Future of Household Recycling
22 The Do's & The Don'ts (of Sustainable Packaging)
24 Houston, We Have a Solution!
26 FLEXI-HEX: When Life Gives you Surfboards
30 Fabric of the Future
31 WILO: Women In Leadership at Orora
32 Getting into the LOOP
34 Getting YOU into the LOOP
36 Sustainability Done Right
38 Care to Compost; Lomi
40 Packaging, Podcasts, and The Planet
44 Europe's Bold Plan for Re-use
46 Purpose-Driven Change
48 Are you a "Sustainability Hero"? Quiz
50 What is your *WHY?*
52 One Magazine Printed
54 Sustainability Glossary

What is Sustainably Packaged Magazine?

A collection of articles, new and noteworthy products, and expertise, all together, bringing understanding and inspiration about sustainability in packaging and beyond.

Why is Sustainably Packaged Magazine?

As leaders in sustainable packaging solutions, we felt our knowledge was too valuable to not share with our partners and communities. The world advances when we all move together.

Where is Sustainably Packaged Magazine?

Future editions can be found though your Orora Sales Representative or requested online by signing up - simply scan or click the QR code below! You can also find the sources and citations used in this edition of *Sustainably Packaged* on the back cover.

Whether we realize it or not, packaging has become so engrained in our daily lives that it almost becomes invisible. If I'm being honest – I never really gave any of it much thought until I had the opportunity to work at a company dedicated to making the world a better place through packaging. I was tasked with answering the question, "what is packaging's purpose?". It seems like a silly question, because at first – after all, packaging is just a box or some type of container, right? That's originally what I thought, but it wasn't until I was challenged to go deeper that I began to consider the numerous roles that packaging plays in both our products and our everyday lives.

Before we get to the purpose of packaging we need to start with the basics - what *is* packaging? Merriam Webster defines packaging as... *Just kidding!* Of course, we'll start by addressing the elephant in the room, the surface level role packaging plays: to provide protection for goods, allowing them to be safely moved, stored, and shipped anywhere in the world. For example, e-commerce companies can spend up to 17 times more than their shipping costs to replace a product damaged in shipping – so a well-designed package is well worth the investment! While product safety is one of the more obvious and important roles that packaging plays, it's a lot more impressive than a first glance might suggest. A well designed e-commerce package can expand the reach that companies have to the rest of the world now that products can be reliably protected throughout the shipment process. Businesses both big and small can now reach customers in parts of the world that they didn't have access to before.

THE *Purpose* OF PACKAGING

by Chris Bean

In addition to adding protection from physical damage, packaging and continued innovations have also made it possible for meats, fruits, vegetables, and other food products to stay fresh longer. This has reduced the amount of food spoilage and increased the distance food can be transported from cattle ranches, orchards and farms, increasing the availability to communities where those specific food items might not be readily available. Packaging also makes it possible for big box stores to sell products wholesale to their customers. By bundling together products or by offering them in larger quantities, brands can sell more and pass on better deals to their customers, allowing families to buy fresh foods, knowing they will last longer.

Think about the last time you were standing in an aisle at the grocery store looking at the items on the shelves. There is an incredible number of brands and products on those shelves, all of which are in direct competition with each other for your attention. Have you ever noticed that for the thousands of products on those shelves, you still seem to quickly find the exact item what you were looking for? This is due to the role packaging plays in a product's ability to demand brand and product recognition to stand out among the thousands of competitors in any store in the world.

Looking for something new? Product packaging also allows brands to advertise what sets them apart from competitors and is the perfect place to mention products' key benefits and advantages – such as health and nutrition facts, or whether a product was produced sustainably.

I know I'm not the only one who has purchased a new kind of hot sauce or craft beer based solely on how the packaging was shaped or the design of the labels it used *(I'm a sucker for a cool looking hot sauce bottle...)*. Packaging also allows people, like me, with food allergies and/or dietary restrictions to find, learn about, and purchase items that fit our needs.

I recently purchased a new computer and while I was excited about the actual computer, my anticipation grew through the experience of unpacking it. It wasn't a small purchase, so upon opening the box I was delighted to see how much thought was put into the packaging design. It unfolded beautifully and intuitively, with a spot for everything with little to no wasted space or material. While I wasn't buying the computer for the packaging, the fact that designers had gone the extra mile with the level of care and attention to detail was a positive addition to my overall impression of the product's quality, as well as enhanced my experience as a consumer.

The intention or purpose of packaging has come a long way since its start as a basket carrying apples or berries way back when. Through technology and innovation, we have seen great strides that have impacted individuals and communities alike. Naturally, the next question is *what's next?* As we look into the future it's important that we think about just that – the future. Where will this carton or box end up after its use is completed? In order to continue innovations and progress, we must design for the full life cycle of packaging. Where does it start and where does it end? Sustainability can be a part of every step of the process, and it needs to be, in order to get where we want to go.

It's easy to forget about all the different problems that packaging helps solve in our daily lives. In fact, packaging often plays its role so well that we tend to only notice when there is a problem *(I'm looking at you, resealable bags that don't reseal just right!)*. This speaks highly to the design, passion, problem solving, and testing that went into each and every aspect of a package. It's important to consider the purpose of packaging and how we can make a positive impact both on consumers and the environment with something as influential and invisible as packaging.]

Practice Makes Sustainability

Balance is a tricky thing to master, with ever-changing priorities and hectic schedules – teetering between success and a misstep just seems inevitable. The same could be said when it comes to living a more sustainable lifestyle – we are all bound to make a mistake every now and again, but just like everything else it just takes a little practice. So, let us help lighten the load and tie your consumer shoelaces with a few best practices that will have you tripping less in no time.

Best Practices:

Read Your Packaging
Some packages can be recyclable but are not curbside recyclable, read the fine print to be sure.

Bring Your own Reusable Bags to the Grocery Store
Keep them in your car so they are always with you. Forget to bring them in? Bag your cart of groceries in your car.

Invest in Reusable Services
Loopdiapers.com is just one of the many examples of companies focused on product reusability. Instead of continually buying new disposable diapers, their service offers a way to prevent families from adding to the estimated 4.1 million tons of disposable diapers being thrown away each year.

Meal Planning = Sustainably Planning
Buying excess food leads to a lot of food waste!
Try creating a list of what meals you plan to make that week and then buy only the items needed to make those meals.

Just Moved? Give Your Boxes a New Life
Give them to a friend who might be moving house or putting stuff in storage. Someone in your community might need them, try posting them on Nextdoor. Try to get them reused before sending them off to be recycled.

Avoid Single-Use Products
Consider getting reusable options like Tuppperware® or reusable sealable bags for leftovers. Even a reusable coffee pod can reduce the amount of food and plastic that goes to waste.

Online Shopping: Convenient, but can be Wasteful
The convenience of e-commerce is great, but using it to try on clothes, shoes, etc. just to send them back at a minimum doubles the amount of packaging, labor, energy, and fuel wasted through multiple shipments.]

Product Shout-Out

Sprout™ Pencils

Now that I think about it, I don't remember ever using a pencil to its full capability, they usually get lost somewhere along the way. But if I were to use a Sprout pencil, you bet I would use it to the very last bit where the small seed capsule is found. After I'm done writing, drawing, doodling my heart out, I could then turn it upside down, plant it and enjoy watching it grow into fragrant herbs, flowers, or fresh organic vegetables. Not only am I able to add a custom word or phrase (or something encouraging about my drawing skills), but knowing that I'm using a product that will continue its lifecycle after I'm done using it, is all I need to keep on doodlin'.

Trending Sustainable Products, Tested & Reviewed by Brodie Vander Dussen

MOB Beauty

Did you know that it's estimated that the global beauty industry produces more than 120 million units of packaging each year, and packaging accounts for 70% of the industry's waste? That's just one of the reasons I'm so glad I found MOB Beauty. Being able to build my own re-fillable palette made of recycled material with the colors and products that I know I'll use, not only saves me space but also minimizes the packaging that ends up in landfills when I'm done. The products look good, are made good, AND I feel good knowing I'm making a difference with something as small as my makeup drawer.

TerraCycle® Zero Waste Box™

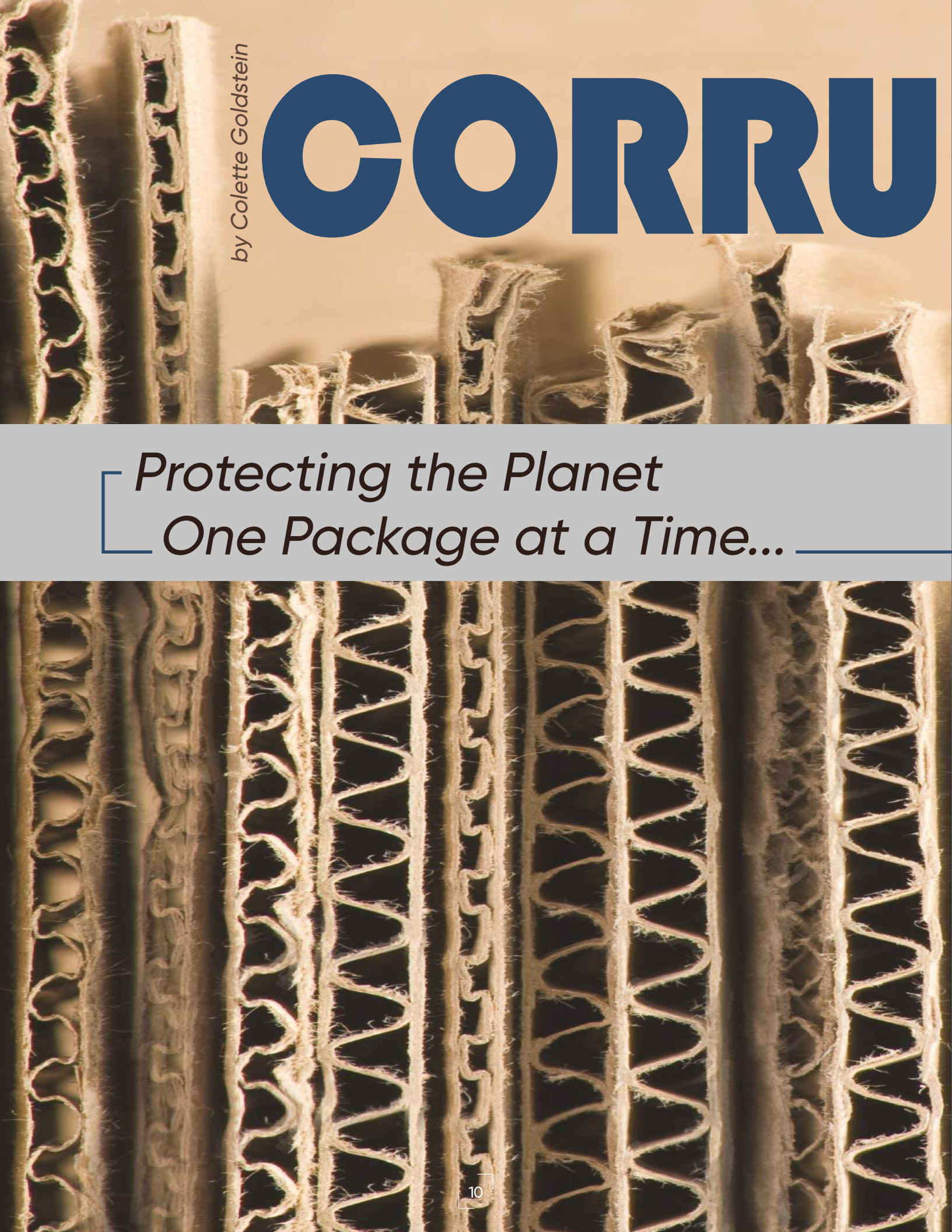
TerraCycle is an international leader in innovative sustainability solutions and a global leader in recycling hard-to-recycle materials. They have a wide range of solutions available, making them a great choice for in-home, office, manufacturing, and event waste management. One my favorite products is their Zero Waste Box. After you fill one with your waste, it is shipped back to TerraCycle to be checked in and the waste is sorted, cleaned, processed, and sold to manufacturing companies to create a new product. If I don't have enough to fill a full box, like with empty beauty packaging, I can also take it to a participating Nordstrom and drop it off in their "BEAUTYCYCLE" box, which is their branded version of the Zero Waste Box. Easy for me and the environment. *Win-win!*

Dip™ Hair Care Bars

Dip identifies as an environmental awareness company parading around as a damn good personal care company and oh boy do they live up to that. A 4oz bar of conditioner, with a recyclable* paper box, can last a full year and replace 10 plastic tubes of very pricey salon conditioner. As someone who cares about how my hair feels and smells, I was hesitant to try Dip but man, I am happy I did! After the first wash with the Shampoo and Conditioner Bars (the Mimosa and Sandalwood smells heavenly), I recycled my old empty hair care bottles and did not look back. With salon-level products designed for men and women with all hair types–from Type 1 all the way to Type 4, it's an easy switch to implement into your life.]

Dip's why statement: While we love hair, our mission is much bigger than that. Our mission is to encourage a new way of doing business-by selling Dip in small, independently owned refill stores, we are sharing the wealth with the changemakers in communities all around the country that are educating people in their neighborhoods about plastic on the ground level. While many brands hashtag their values as a performance, Dip lives them instead.

*May not be recyclable in your area



by Colette Goldstein

CORRU

Protecting the Planet One Package at a Time...

GATED

When we think about consumer products, our minds typically consider the product itself and not the package it is encased in. However, if packaging is done poorly, we are sure to notice. Nobody wants their products tampered with as a result of frail packaging.

Similarly, when we think of mankind, our minds typically consider the products of mankind—humanity's accomplishments, histories, wars, and ideas—not the earthly biome we are encased within. However, our earth is becoming increasingly less and less durable for human and nonhuman life, meaning our systems of production will be affected in the process. If our environment is frail, so are we.

So, what do we do?

The answer is change.

If packaging is frail and leads to harmed goods, we change that packaging. If our planet's ecosystems are becoming increasingly frail because of climate change, we change the industrial systems that contribute to climate change. In the packaging industry, luckily, there seems to be a solution that can help tackle both of the problems listed above: corrugated.

Corrugated is a sustainable and durable solution to packaging. With corrugated, we do not have to worry about our products' safety; its structural design consists of layered material that helps provide cushioned support and protection for the package's internal goods. Corrugated also comes in different levels of strength depending on the degree of support and protection your product needs. Need sturdiness? Single Wall should work just fine. Need ultra-sturdiness? Double Wall it is.

What is even more important than a protected product? A protected environment. According to the EPA, corrugated has a 66.5% recycling rate, compared to 12.6% for metals, and 4.5% for plastics in 2018, making it one of the most recyclable packaging materials out there today. Made from sturdy, paper pulp material, corrugated is not only readily recyclable in many communities but also well suited for reusability. Its durable structure makes corrugated a continuously adequate container even after its first use, its second use, its third use, and beyond.

Sustainability is the future of packaging. If we want our packaging strong and our environment stronger - corrugated is the way to go.]

Sustainable Benefits of Digital Printing

by Chris Bean

It is no secret that more and more companies are shaping strategies around sustainability – both in operations and products. Whether your strategy includes colorful ecommerce boxes, corrugated displays, or both, sustainable practices are a must. There are a lot of options when printing on corrugated and it's important to be educated on what fits best for your business and goals. Between digital, flexographic, litho lamination, and single face lamination, each have their own benefits but when looking at high quality graphics, there are two processes that stand out – digital printing and litho lamination – but what is more sustainable?

If you're unfamiliar with either, think of digital printing like your in-office inkjet printer and litho lamination (litho) like a printing press. Digital printing is a more modern process that takes digital art files and prints photographic quality images

directly onto corrugated sheets. Whereas litho lam is an analog printing process where a series of specially manufactured plates roll press designs onto a substrate, like paper, that is then adhered to a corrugated surface after the printing process. The litho process creates more waste per sheet as additional adhesive and substrate must be utilized per print vs digital, where the graphics are printed directly on the finished sheets.

While litho lam is known for printing high-quality images, it also has high setup costs and only becomes a cost-effective choice in high volumes. In many cases, this means printing a higher volume than necessary in order to justify the setup costs - wasting time, materials, and resources, just to achieve high-quality printing. Compared to digital printing, where there is no minimum number of prints required to justify the cost – the digital design and direct to material nature of the printing process allows you to print what you need when you need it, cutting down on unnecessary waste.

In addition, since digital printing utilizes digital design files, not only do we eliminate the lead times and cost associated with the manufacturing of the plates that the litho lam process uses, but we can also reduce our overall carbon footprint associated with the plate production. Digital printing also removes the water consumption required to clean the printing plates throughout the production lifetime of that print design.

At this point you might be saying to yourself, "That's cool and all, but doesn't printing directly on the corrugate make it not recyclable?" The short answer is *no!* This has everything to do with the inks used. One of the best digital printers for corrugated is the EFI Nozomi C18000. This printer is a single-pass, LED, digital drop-on-demand printer with inkjet technology for corrugated board, paper packaging, and displays. Nozomi inks are OCC certified for recyclability and repulpability, allowing printed corrugated material to be recycled in the same manner as their non-printed counterparts.

The inks also meet the GREENGUARD Gold Standard for emissions, which means there are no hazardous volatile organic compounds and no requirement for vapor recovery – all of which makes the digital printing process safer for the print workers and safer for the environment.

If you've been keeping track, digital printing is much more of a sustainable option in comparison to its competitors. Digital printing has made significant strides in sustainability and has become an increasingly popular choice for companies looking to reduce their environmental impact. With the ability to print smaller quantities, use sustainable inks, eliminate the extra costs and materials of plate manufacturing, it's clear that digital printing is a more sustainable choice for packaging that doesn't compromise speed, flexibility, or quality.]

Podcasts You Should be Listening to

Do you want to learn more about sustainability, but are not sure where to start? Do you know a good amount about sustainability already, but are always looking for what's new? Do you care about sustainability, but don't have time to sit down and read up on the latest sustainability topics? If you answered "yes" to any of the questions above, podcasts are here to help. There is a wide range of podcasts out there today that focus on sustainability and cover a multitude of informative material for any kind of listener: beginner, novice, and expert included.

SUSTAINABILITY DEFINED

(streaming on Apple Podcasts®, Spotify®, Amazon Audible™, Google Podcast™)

Looking for a bit of humor mixed with relevant information on Sustainability? Then *Sustainability Defined* might be the podcast for you! On this podcast, hosts Jay Siegel and Scott Breen explore different aspects of sustainability "one concept and bad joke at a time." While lighthearted and fun, this podcast reveals some great insight on different areas of focus involving sustainability.

https://sustainabilitydefined.com/

SUSTAINABLE PACKAGING

(streaming on Apple Podcasts®, Spotify®, Amazon Audible™, Google Podcast™)

If sustainability and packaging had a baby, it would be this podcast. Host Cory Connors (one of Orora's very own) is fantastic at delving into sustainable packaging innovation, while also shedding light on other products making their mark in the world of sustainability. Additionally, his podcast will keep you up to date on how we can all make changes according to sustainability in our personal lives and our business endeavors.

www.corygated.com/sustainable-packaging-podcast

FUN FACT

Did you know, over **1/3** (104 million) of Americans listen to podcasts regularly? *Do you?*

GREEN JUNKIE

(streaming on Apple Podcasts®, Spotify®, Amazon Audible™, Google Podcast™)

As a part of the blog "Good Girl Gone Green," this podcast is perfect for showing how sustainability can be incorporated into our everyday lives and consumer practices. Host Stephanie Moram has a mission to uncover various lifestyle choices and tips for her listeners so that they help her actively contribute to a greener environment.

https://greenjunkie.co/

NOTHING WASTED!

(streaming on Apple Podcasts®, Spotify®, Google Podcast™)

Want to hear people "talk trash," but in a clean, productive way? Then Waste360's podcast *NothingWasted!* should be on your list. This podcast is interested in all things recycling, waste, and organics, and is a great tool for learning about how different industry leaders are implementing sustainability into their ideas, work, and company initiatives.

www.waste360.com/nothingwasted-podcast]

**Orora has not validated all statements and information in the listed podcasts. The information presented in each podcast represents only the beliefs and opinions of each respective podcaster.*

ORORA Testing Lab

We offer cold chain testing at our in-house labs to ensure your packaging meets the necessary requirements & standards. Our capabilities include:

- Four Environmental Chambers ranging in size from 10 Cu. Ft. to 800 Cu. Ft.
- Temperature & Humidity Control
- ISTA 7D & ISTA 7E Capable of custom programmable profile
- Temperature monitoring
- Thermocouples available for monitoring over 50 locations
- Full pallet monitoring
- ISTA Certified Thermal Professional Lab Personnel

Scan/Click to Get Started!
OroraPackagingSolutions.com

Can a corrugated box save the planet?

Certainly not, but ours is made from 100% recycled paper... and that is a powerful step in the right direction.

EnviroKraft®

100% RECYCLED PAPER

Available exclusively through

ORORA

FSC

PLASTIC FILM
Ridwell
TREADS
Ridwell
Ridwell

Ridwell

The Future of Household Recycling

by Chris Bean

Today's world is dictated by the crossroads of productivity and convenience. I must admit that I, like many consumers, am constantly looking for ways to do more by doing less. I do most, if not all, my shopping online – which has allowed me to get the perfect last-minute gifts, order my groceries for curbside pickup, and order take-out, all without leaving my couch. This high-tech, fast-paced world we have found ourselves in has led me and other consumer pals to expect this level of service and convenience from just about everything. As such, many companies have taken revolutionary leaps forward in their manufacturing processes, logistics, and technologies in order to compete in the global market.

However, one of the results of this competitive consumer economy has been the devastating impact on our environment. In 2018, the world generated on average 3.5 million tons of waste a day, this is the equivalent by weight of contributing nearly 10 Empire State Buildings to landfills, every single day (That's approximately 1.3 billion tons annually!). What if you were tasked with a problem this heavy, would you be able to solve it? Could anyone? Ridwell, a growing sustainability company with a dream and sweet business plan, believes it can.

I know what you are probably thinking, "We already have recycling programs, and we are still in this mess!", and you wouldn't be wrong. Recycling programs do exist, but they weren't all created equally. Did you know that many communities don't have standard curbside recycling? In fact, only about 59% of the U.S. offers curbside recycling pick-up as an option. Worse yet, those numbers don't even consider the more extensive gambit of recycling options - pair that with the overwhelming amount of regional knowledge required for consumers to correctly dispose of their waste and things get even trickier.

While doing research for this article, I'm reminded of my personal experience with recycling while working for a well-known, all-natural grocery store in college. The entrances and exits of the store boasted several options for recycling and waste bins for customers. So, there I was after my lunch break, standing in front of 4 different bins with a now empty lunch-stained container and the clock rapidly approaching my late return from break, not sure which bin to use. So, I asked a couple of nearby co-workers who both had different answers, then we all asked a manager who also had a different answer. This highlighted a need for the store to regularly revisit training on the proper disposal of different items. *(And yes... I was a few minutes late returning from lunch.)*

It has been shown that putting the responsibility squarely on the shoulders of consumers results in only a small percentage of waste reaching the correct facility. In California alone, at least 85% of single-use plastics, things like yogurt cups, berry containers, and other packaging end up in the landfill.

So, what is to be done? Luckily, productivity and convenience are an iterative process and there are companies like Ridwell, that are already pioneering the future of household recycling, and it's as close as your front door.

Ridwell was started by a father and his six-year-old son who were trying to recycle their dead batteries. After reaching out to several locations, they realized how difficult it was to recycle certain items – relatable! When they were finally able to find a reliable place to take their batteries, they began reaching out to their neighbors, asking if they too had batteries to recycle. Over time these recycling carpool trips expanded to include other hard to recycle items and even more neighbors started relying on these pickups. Once it grew to a point where nearly everyone in their neighborhood had pickups, it was clear that there was a common need for this service, thus Ridwell was born.

Ridwell understands that many individuals are interested in doing right by the environment, but it is not always easy to do. So, by partnering with individuals, local non-profits, and businesses, Ridwell is bringing people together to build communities dedicated to making the responsible thing to do more accessible, convenient, and beneficial to the community and the earth as a whole.

Today, Ridwell gives you bags that remove the guesswork from recycling by labeling each one with specific items: plastic film, light bulbs, threads, batteries, and more.

Every two weeks you let them know that you have stuff to pick up and they will come by and pick up their filled bags from your doorstep. Ridwell operates by partnering with several non-profit companies and organizations, to ensure that your stuff is either recycled for materials or reused by someone in your community.

From the customer's end, Ridwell's program is pretty simple - every two weeks they make their rounds picking up what they refer to as their core categories, i.e., things that pile up all the time. Every pickup also offers a different featured category that rotates to highlight particularly special items or materials found around the home that can be used or recycled in your community. In addition, they also offer member add-ons to accommodate the pickup of larger hard to recycle items.

FUN FACT

Did you know **87%** of people think more is being recycled than it *actually* is?

One of the key components of Ridwell's business model is transparency. They regularly update their website to reflect the most up to date waste data in the cities where they operate. While they've only been in business since 2018, they have made huge strides toward a more sustainable tomorrow. For example, here's the impact they've made so far in Portland, Oregon:

Lightbulbs – 100% diverted material, 0% contamination, and partnering with Ecolights, which is a company that uses safe mechanical recycling techniques to handle lightbulb materials.

Threads – 98.2% diverted material, 1.8% contamination. Ridwell also partnered with Pioneer Wiping Cloth to use and reuse your threads where possible otherwise it gets recycled into reusable cloth wipes.

Plastic Film – 90.6% diverted material with 9.4% contamination. They partnered with Trex who turns plastic film and wrap into new decking material.

#1 PET Clear Clamshells – 89.2% diverted material with 10.8% contamination. Partnering with Green impact, a PET specialist, to process the PET and turn it into raw materials used for making new clamshells.

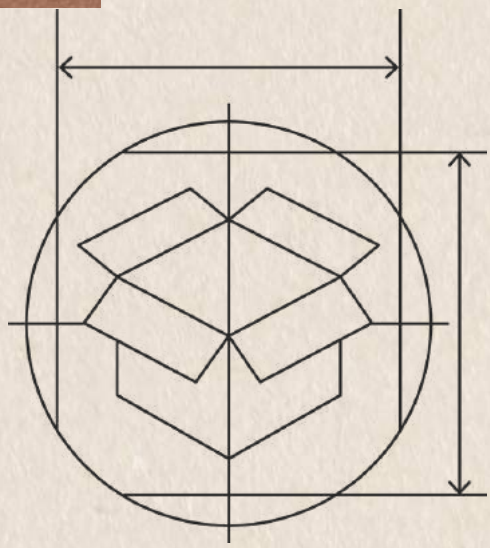
Styrofoam – 88.7% diverted material with 11.3% contamination. Partnering with Agilyx, who uses recycling processes to take old EPS into re-formable EPS raw materials for remanufacturing.

Batteries – 100% diverted material and 0% contamination. Again, partnering with Ecolights to recover material and create new batteries.

Currently, their services are only offered in select cities in California, Colorado, Minnesota, Oregon, Texas, and Washington, but they are constantly looking for opportunities to expand. Since Ridwell is committed to the idea of community and wasting less – the decision to expand to new areas is a calculated one. A combination of factors such as population density, and the number of individuals in that area who are interested in these services signals to Ridwell that there's an opportunity to expand their area of operation and build relationships. The future is brighter with companies like Ridwell.]

The Do's & The Don'ts

A few things you need to know about your sustainable packaging



We know what you might be thinking, "*I love all the stuff that companies are doing to be more sustainable but where do I get started!?*" That is a fair question! Whether you want to change your habits as a consumer or look at the way your business provides its services, there are a lot of things to consider.

It's important to remember that making a conscious change to a more sustainable lifestyle or business is an ongoing process. The world has been operating in a non-sustainable fashion for years, so the process to change it will be incremental. This includes a learning curve and making mistakes along the way. That being said, there are some steps you can begin implementing now to start off that journey on the right foot! Try them all at once or a couple at a time – the most important thing is to get started...

DO design your packaging using the highest percentage of PCR possible.

The literal definition of recycling! Reducing waste by reusing post-consumer materials as much as possible is a must.

DON'T use unnecessary packaging.

Does the packaging protect the product? Sometimes adding extra packaging wastes materials, money, and time (i.e., more money!) when maybe the solution is a redesign to use even less material!

DON'T use packing peanuts.

We hate packing peanuts. Your customers hate packing peanuts. If someone says they like packing peanuts, keep an eye on them... If you can, use void fill paper made from recycled content instead.

DON'T use too much tape.

The "H" pattern recommended by UPS is more than enough. Another benefit of using this pattern is the cost savings of less material without sacrificing the integrity of the seal.

DO make the instructions for recycling, composting, or reusing clear.

Tell your consumer what to do with the packaging when they are finished with it! Can it be reused? Recycled? Dropped-off? Demonstrate best practices with your packaging.

DON'T be afraid to start from scratch.

Go back to the drawing board – drawing is fun! More importantly, redesigning packaging can reduce waste and gives opportunities to implement sustainable materials.

DO use mono materials when possible.

Multi-component packaging takes some recyclable components, such as paper, and combines them with non-recyclable components, such as foam. This adds extra steps for customers as they would need to separate the components in order to recycle. Which, to be honest, is all just getting thrown away. Make it mono material!

DON'T "Greenwash" packaging by calling it eco-friendly without proper validation.

Not only are there laws that prevent this, but misleading your customers isn't cool. Also, it didn't work for The Grinch, that guy is completely green and literally lives in garbage. There's a metaphor in there.

DO research your packaging materials.

Seem too good to be true? Check! Is it actually sustainable all the way throughout its life cycle? From manufacturing to recycling, how does it affect the environment?

DO partner with suppliers that know their stuff.

Teamwork makes the dream work! Reputable suppliers should have plenty of documentation so that you can trust you are getting quality products.]

Houston, We Have a Solution!

by Krystina Beck

When Orora decided to consolidate two separate business entities into one centralized Houston facility, it presented a unique opportunity for sustainable design. The original intention to consolidate the locations was to reduce operational costs, save space, and increase productivity, but it ended up creating a model design for a Zero Waste facility.

The team analyzed current processes and prioritized projects that would make the biggest impact. This led to creating a new workflow to route orders from both businesses together, resulting in lower miles driven, reduced fuel consumption, and lower emissions. To reduce electricity usage, motion sensor lights were installed throughout the warehouse and inventory was organized through slotting optimization to minimize forklift travel time leading to reducing power waste while equipment recharges.

They also found many opportunities for sustainable impact hidden in their facility supplies through:

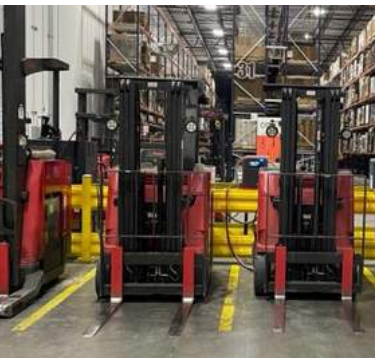
- Dilution control chemicals to reduce chemical waste and packaging for cleaners
- Switching from foam to paper cups, plates and bowls for easier recycling
- Controlled feed towel and soap dispensing systems to reduce waste
- 100% recycled towels and tissue to start on the right foot
- Water bottle/cup refilling station
- Green Seal® certified hand soap for trustworthy quality and ingredients

These areas alone were great improvements over previous processes, but the team was specifically looking for ways to reduce landfill waste. Through partnerships with third-party experts and internal evaluations, they were able to find opportunities to drastically reduce the site's waste to landfill by a staggering **90%**. Reducing waste by almost 100% is no small feat but the team was not intimidated by this substantial goal and came up with a game plan that revolved around two areas:

1 Team Engagement and Education

While there are technically a few "i"s in sustainability, it requires teamwork to make a lasting change. It's important to keep team members engaged & invested in the process in order to make progress. Throughout the consolidation, there were multiple discussions and training for the team on all the new processes and the importance of the changes that will help the site reach its lofty sustainability goals.

2 Recycling
After conducting a waste audit through a third party, the team found that corrugated, stretch film, strapping, and pallets were the top items contributing to the current waste at both locations and could easily be recycled or re-used.



Here's how the site embraced what they learned:

- Installed a compactor for recyclable items only: corrugated, stretch film, strapping, and all of the other recyclable items from the offices and breakrooms
- Sourced and partnered with the right recycling partner that would allow for a mixed container. "Mixed recycling" means that the items like paper, cardboard, glass, metal, and plastic can be disposed of together. Most companies allow a small percentage of actual waste to accidentally go into the recycling without a penalty, and the Houston location's average waste percentage is less than 5%.
- Bought and distributed blue recycling tilt trucks throughout the warehouse, which allows the team to dump the recyclable items into the compactor with ease. They also placed gray containers for all other waste for easy identification
- Added specialized recycling streams throughout the offices and breakrooms for easy recycling
- Broken pallets are gathered and sent back to the pallet provider to be refurbished or for the wood to be reused

Sustainability is Orora's promise to the future. Incremental change, like recycling at a single location or changing facility supplies to be more sustainable, can lead to big results and even bigger impact. The Houston team learned many lessons along the way, leading to big improvements and a reduction of 90% waste to landfill, setting the standard for the rest of Orora's sites across the globe.

"Houston, we have a solution!"]

The proverbial phrase "When life gives you lemons, make lemonade" was first coined by writer Elbert Hubbard in 1915 and has since been used as an encouraging response to difficulties big and small. It has inspired the creation of solutions in the face of challenges, like shipping a surfboard. Shipping a large, fragile item like a surfboard typically requires a large amount of plastic bubble wrap or large custom foam pieces to safely transport it to its final destination, making it difficult or near impossible to recycle. This solution just didn't sit well with the sustainably minded Flexi-Hex team, so they got to work trying to make lemonade out of lemons.

As a team of problem solvers and product designers, the Flexi-Hex crew went to work to create an innovative way to transport their beloved surfboards with ultimate protection while focusing on sustainability. A love of our planet's marine environment drove this team to create a solution that would keep plastic out of the oceans by creating a protective sleeve made of paper that could easily be recycled. Alas, the Flexi-Hex sleeve was born.

FLEXI-HEX®

The Flexi-Hex sleeve is a patented, honeycomb design made of recycled paper that helps protect products, like surfboards, in transit. Renowned for its strength, the hexagonal cell structure not only provides an incredible layer of protection around fragile products but also creates an adaptable sleeve that has many applications like board sports, beverages, cosmetics, electronics, commercial, and homeware. As of September 2022, Flexi-Hex customers have removed more than 2,000km of plastic from the packaging industry by switching to this environmentally-friendly solution.

With inspiration from their product's environmentally friendly lifecycle, the team at Flexi-Hex decided to look inward to make their entire business operations more sustainable too. Through an internal analysis, they found areas of opportunity that could make a big impact if reworked with sustainability in mind.

- Flexi-Hex sleeves ship flat and expand when opened, allowing up to 1000 sleeves to fit on a single pallet.
- Flexi-Hex is mainly distributed by ships and lorries instead of air freight to lessen emissions.
- They are an environmentally conscious team who are committed to reducing their personal emissions wherever possible
- Flexi-Hex is not only made from recycled materials, but it can also be reused up to 5 times.

When Life Gives You Surfboards

Flexi-Hex is a great example of how a sustainable idea can shape an entire business and truly make a difference. Their team often reviews every aspect of their business, like their sustainability goals, to update, as new ideas are brought forward and to keep innovating. The team's passion for protecting marine life and the environment makes them an ideal partner for companies looking for sustainable solutions that will align with their own sustainable goals.

In the face of a challenge, the Flexi-Hex team created an innovative design that is focused on proving that paper can be as strong as plastic, that quality doesn't need to come at the expense of the environment, and that the switch to plastic-free packaging can be an easy transition. When given lemons, this team made one heck of a sustainable lemonade.]

by Alayne Avila

*"Americans discarded **51 million tons** of plastic in 2021 - of which almost **95%** ended up in landfills, oceans or scattered in the atmosphere."*

SCAN/CLICK TO LEARN MORE

THE FUTURE OF FABRIC

by Alayne Avila

When thinking about sustainability, one area of opportunity that is often missed is marketing. When it comes to the visual communications we use, whether it's retail tags, store signage, or fabric graphics, we must put on our sustainability glasses to really make an impact. Until recently, finding sustainably-printed fabric solutions seemed impossible. Some options contained small amounts of recycled content, but customers demanded more in order to truly reach their sustainability targets. That's where Orora Visual's expertise in printing and sustainability came into play.

The team at Orora Visual worked with its network of suppliers to create a new fabric made of 100% post-consumer recycled PET* bottles. The innovative fabric is created by grinding PET bottles into a pulp and then weaving it into a fabric to be printed on with dye sublimation and UV inkjet digital presses. This process can make beautiful, attention-grabbing retail displays up to 133 feet long, while being sustainable and promoting sustainable practices.

Often, printed fabric graphics have a short life span, as they are switched out frequently with seasons and trends. Now, companies can feel better about using these solutions, knowing they are made from 100% recycled materials. This innovative fabric offering reduces the need for new raw materials in production and offers a smaller environmental impact when shipped due to its ability to fit into smaller boxes and ship more efficiently.

Orora Visual's new fabric solution is a perfect example of how important it is to look at your entire business through a sustainability lens. Creating sustainable visual communications doesn't have to be a sacrifice. Sometimes great opportunities are hidden in the details that we often overlook.]

ORORA Visual

**PET (polyethylene terephthalate) is a form of polyester (just like clothing fabric). It is extruded or molded into plastic bottles and containers for packaging foods and beverages, personal care products, and many other consumer products.*

WILO

Women in Leadership at Orora

by Brodie Vander Dussen, WILO Grad

The triangle is considered the strongest shape when building a house or building due to the shape's ability to distribute the load equally between the three sides. Similarly, in order to have a strong sustainability strategy, companies must invest and be intentional will all three sustainability pillars. According to the United Nations, the three pillars of sustainability are economic, social, and environmental. Two without the third would be unbalanced, creating an unstable foundation. As companies think about their sustainability strategy, it's important to build a strong foundation by investing in all three. In 2016, Orora created a program under the social pillar designed to empower and train women leaders within Orora, called WILO or **W**omen **I**n **L**eadership at **O**rora.

The WILO program aims to develop a diverse leadership pipeline by helping women leaders achieve their full potential and develop leadership skills to thrive and succeed in their career at Orora. The women in this program are nominated by their people leaders, identifying passionate coworkers with great potential. Over the past two years, Orora delivered WILO successfully as a global virtual program. This means participants from both North America and Australasia can come together for the program, which strengthens the network of relationships and connections across the company.

"My experience with WILO exceeded expectations. The WILO program introduced me to toolsets that has helped me become a more effective, flexible, and confident leader. I love being part of the strong network of women across Orora!"

- Breanna Smith, WILO Grad

"To say that there's growth waiting in store for a woman who takes on the challenge of self-reflection in WILO would be an understatement. WILO fostered in me a new perspective in EVERY dealing that I have – be it personal or in my career."

- Ruth D'Asero, WILO Grad

In a self-assessed survey, the 2022 WILO cohort reported:

27.8%	22.6%	15%
increase in courage	increase in self-awarenes	increase in collaboration

The benefits of a program like this don't end at graduation, if anything they are exponential. The network of WILO Alumni within Orora creates synergies between departments, more engaged coworkers, and an internal pipeline of leadership potential. Incorporating social goals into your sustainability targets & creating a program like WILO is a monumental step in building a sustainable future.]

GETTING INTO THE Loop

Their mission: "To help combat the environmental crisis brought about by the dominance of single-use products."

by Chris Bean

The culture of convenience has led to the prevalence of single-use products around the world. Unfortunately, less than 10% of single-use packaging ever ends up being recycled, meaning as much as 90% will wind up in landfills, incinerators, or our oceans. The rate of demand for convenience coupled with the rate at which single-use plastics are recycled adds up to a very scary future and a very real need for change. Luckily, initiatives such as Loop are aiming to eliminate the waste created by single-use products while attempting to match their undeniable convenience.

Loop is a global reuse platform pioneered and introduced to the world in 2019 by TerraCycle. Loop works with manufacturers, retailers, and consumers, to achieve a global reuse supply chain. The platform helps facilitate a reusable packaging ecosystem that works to ensure product packaging continues to work its way from shelf, to home, to sorting and cleaning warehouses, to manufacturers, and finally back to store shelves to start the process all over again. Loop's purpose mirrors that of TerraCycle, the Why behind their brand and business decisions is the same, Eliminate the Idea of Waste®.

Their mission is to combat the environmental crisis brought about by the dominance of single-use products. Through Loop, TerraCycle aims to build a circular economy by creating an ecosystem in which reusable packaging is scalable, convenient, affordable, widely available, and more responsible than the current use and throwaway system. Loop does life cycle analyses on all parts of the system, working with third parties to confirm their findings, as well as brand partners to ensure that this ecosystem is delivering the maximum positive impact.

Loop is making waves by partnering with the biggest names in retail like Walmart and Carrefour as well as many other multinational chains and big Consumer Packaged Goods brands like Procter & Gamble and Nestlé. The process for the consumer is simple, purchase qualifying items at participating stores, pay a small deposit, use the products like normal, and with the assistance of the Loop Deposit App on your smartphone, receive a deposit refund when you return the packaging to any Loop Return Point. Whether you plan to bring the packaging back to the store you bought it from or if you want to drop it off when you stop for lunch at a participating quick-serve restaurant, if the location is on the Loop Deposit App, then Loop has got you covered.

More recently, Loop has partnered with Walmart and Kroger. Through Walmart+, consumers can order reusable products online to be delivered to their homes with the deposit return process being facilitated through the app. Loop has also recently concluded a successful in-store pilot program with the United States' largest grocery store operator, Kroger. The pilot allowed in-store shoppers to purchase products from the loop aisle and return the packaging on a subsequent visit, resulting in customers expressing their desire for more reusable packaging products on store shelves.

In order to build a reusable ecosystem that works, there needs to be a framework in place – and through global partnerships with operational companies such as Bold Reuse, Tosca, and many more, the required logistics, design, cleaning, innovation, and storage of Loop's reusable packaging is made possible.

Within the last few years, Loop has expanded into locations in the United States, United Kingdom, Canada, Japan, and France. With the continual worsening of global environmental woes, we are excited about Loop's commitment to creating an alternative to our single-use culture that is more sustainable, less wasteful, and just as convenient.]

TURN THE PAGE TO SEE HOW LOOP WORKS!

HOW LET'S Loop YOU IN WORKS

The refilled packaging is returned to retailers to be sold again, completing the loop.]

5

The clean packaging is then sent to manufacturers to be refilled and resold to stores.

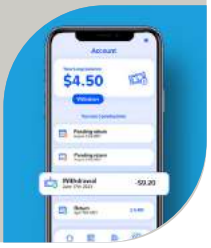
4

1

Buy your favorite products in reusable Loop packaging and pay a small deposit at checkout. Enjoy the product like normal.

2

Return empty packaging at any Loop drop off location and your deposit is returned via the Loop Deposit App.



3

The empty, reusable packaging is next collected, cleaned, and sorted at Loop's facilities.

Sustainability Done Right

by Colleen Connelly
General Counsel and VP of Quality & Compliance, Orora

The aisles of supermarkets are stocked with products advertising their use of recycled content, their eco-friendliness, or incorporating buzzwords like "eco," "renewable" or "recyclable". With the rise in popularity of sustainability claims, we must recognize the importance of verifying such claims and be on the lookout for "greenwashing."

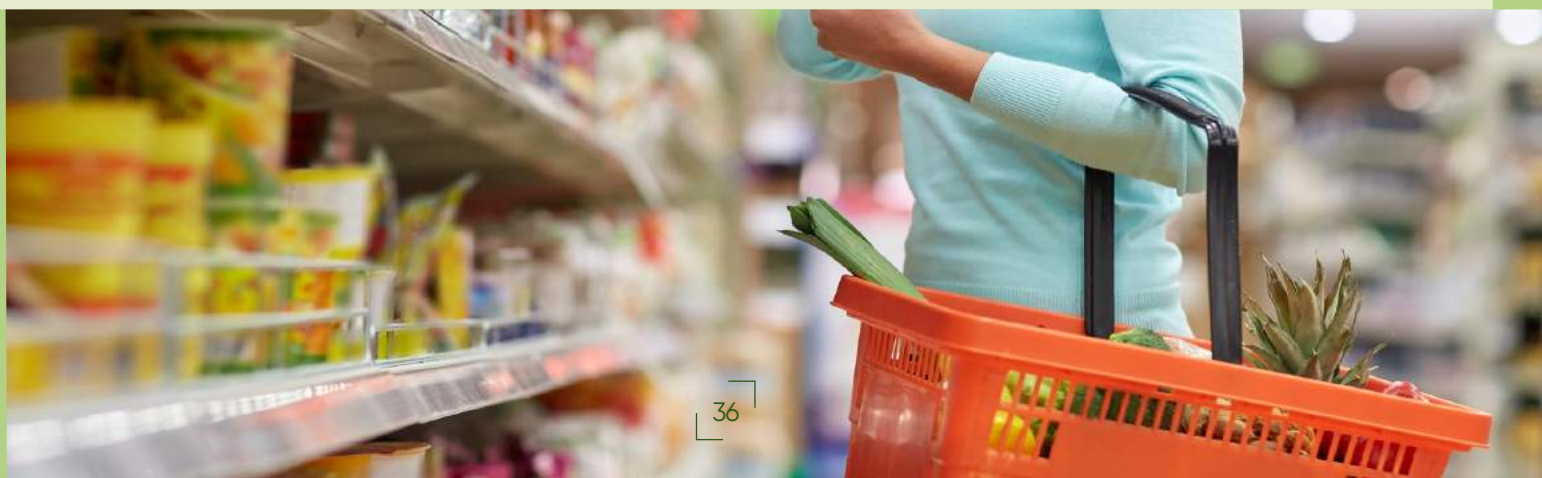
What is greenwashing?
Greenwashing is the process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound than they actually are.

While most companies have the best intentions, the laws around sustainability claims are complicated and vary from jurisdiction to jurisdiction. Some very big and sophisticated companies have ended up paying millions of dollars to settle claims of greenwashing.

How do we avoid greenwashing claims?

- **We trust but verify** – When a company makes a sustainability claim, we ask for the data or test results to back it up. If they have done the work to back up their claims, they will be happy to share the results so we can verify their claims.
- **Be curiously skeptical** – When it comes to sustainability claims – If it seems too good to be true, it probably is.
- **Know what is actually recyclable in your area** – The packaging says "curbside recyclable" but does your neighborhood recycling system actually recycle that type of packaging? You can get clear information on what is and isn't recyclable in your local area from your local waste management agency.

More and more companies are making sustainable choices when it comes to their packaging, but it is important to know the difference between real sustainability and greenwashing when evaluating the many options available.]



TEMP SAFE®

Sustainable Cold Chain Shipping Systems

For more information, visit www.tempsafe.net

DRYING
MIXING
COOLING

Over 108 billion pounds of food goes to waste every year in the United States, with the vast majority of it winding up in landfills. Adding waste to a landfill has detrimental impacts on our environment, but when food ends up in landfills, it generates methane, a potent greenhouse gas. The methane emissions from municipal solid waste landfills in 2020 were approximately equivalent to the greenhouse gas emissions from about 20.3 million passenger vehicles driven for one year.

CARE TO COMPOST; lomi™

by Alayne Avila

Because of this, many companies and people are inspired to take action. Programs are set up to collect leftover food from grocery stores, restaurants, and catering companies to feed those in need and to prevent this food from turning to waste and going to landfills. But how can you, as a consumer, make a difference? The answer may be simpler than you think – and available in your own home.

Composting is a microbial process which turns your food and organic waste into nutrient-dense fertilizer. This process not only prevents your food waste from going to a landfill, but it also leaves you with fertilizer to use in your lawn, garden, or house plants. While traditional composting comes with many benefits, it also comes with the burden of having enough space, time, and patience to complete it.

People with limited space, time, and resources (which sounds like many of us) may find this process daunting but are still inspired to make a difference with the food waste they create. The answer? **The Lomi.**

Lomi gives your food waste new life by turning it into nutrient-dense fertilizer all while being carbon neutral from manufacturing to destination for individuals or families who want to practice sustainability in their own homes. While it can fit into kitchens of all sizes, the most convenient aspect of Lomi is how fast and efficient it works. You can fill your Lomi with fruits, vegetables, grain and bread products, animal products, yard waste, and even Lomi approved products and packaging. Once filled, press the button on the front of the Lomi and it will begin breaking down your waste. In 3-20 hours, depending on the mode you choose, Lomi will turn your waste into nutrient rich fertilizer to be reused.

That fertilizer can go on to be used for growing our new food, both at home and in community gardens, continuing the cycle. Doing our part as individuals, like composting leftovers or food that can no longer be eaten, may feel small in the moment but together as a community, with tools like Lomi, our impact can be exponentially greater.]

PACKAGING, PODCASTS, AND THE PLANET

Getting to Know Cory Connors

Meet Cory Connors, a TikTok star, sustainability champion, podcaster, and Sales Representative for Landsberg Orora. Both his social media following and passion for sustainability have made him into the "go-to" guy for what's next in sustainable packaging. We sat down with him to learn more about what sparked this interest and to learn from "the sustainable packaging guy" himself.

QUESTION 1 ***How did you decide to focus on sustainable packaging solutions?***

I grew up in Portland, Oregon, which is a very "green" city, and I have always been focused on what we used to call Earth-friendly or environmentally-friendly packaging back in the day. Now it's called sustainable packaging, or at least referred to as such. It's always been my focus because it's what my customers demanded. Even as a 22-year-old rookie salesperson, my customers would tell me, "you need to figure out how to make us more sustainable" and that would be my goal.

2 *What inspired you to start a podcast?*

I started listening to Gary Vaynerchuk about two years ago, and that led me to TikTok. I started posting, and posting, and posting, and then it just kind of grew. My goal was 10,000 followers and suddenly, I've got 75,000. It just took off which is really exciting to get to be able to speak about sustainable packaging to so many people. So, the podcast was a natural fit. My friends, Adam Peek and Evelio Mattos, are podcasters in the packaging space and they encouraged me to start the podcast. They thought it would really help the message of sustainable packaging come to life. I've posted over 100 episodes now and it's growing like crazy. We just passed 18,000 downloads and it's an exciting adventure that's leading to new opportunities to learn about new kinds of sustainable packaging. It's very interesting how when people know you're "the sustainable packaging guy" they send you information about new products so you can spread the message.

3 *How has social media changed how you sell sustainable packaging?*

A lot of people are interested in consultations, and that leads to real relationships. I'm trying to build real relationships with people in the industry and grow our network so that we can become a more sustainable packaging company. For me, it's been an honor to be a part of it. Often in meetings with customers, I'll show them some of my TikTok videos. To have a 15 to 25 second commercial on your phone that you can quickly pull up and show them is a whole different world. I've found that the people I'm meeting with are really embracing this technology and it is very impactful to show the products in action in my videos. It has been a lot of work on the back-end and in preparation, but it makes things easier once I get in front of eager customers.

4 *What is one sustainability fact that you think people would be surprised to know?*

I think one that's really stuck in my brain lately is, if things continue as they are by the year 2053, we could see spikes to 125° Fahrenheit in the USA. The good news is, if you want to be a part of the solution, there are simple ways to affect positive change, and it's something that every company can do. By packaging products efficiently and supporting companies who are being sustainable and making good decisions, we can really make a difference. I was interviewing someone on the podcast recently and they said if this one customer they were talking to switched to their product, they would save 2000 tons of plastic. The technology is here, the solutions are here, and we have to make the right decisions.

5 *Do you think sustainability is a social trend? Or here to stay?*

I think it's both, and that might sound counterintuitive, but I think it's something that is very important "right now" as a social trend and will continue to be in perpetuity. Frankly, we just need to focus on it. Do I need to go to the coffee shop again and get that single-use package or could I brew my coffee at home or bring my reusable cup with me? We must continue to look at what we're doing and what we're using.

6 *Who is your sustainability icon and why?*

I am totally impressed with Tom Szaky from TerraCycle and Loop. I've had him on my podcast, and I've looked up to him since he had a TV show 20 years ago about taking old vinyl things and turning them into new bags. It was such an interesting show and concept, and I had the honor of meeting him at the Landsberg Orora Sustainability Summit. His speech was incredible, his knowledge is impressive, and the things he's done and the ideas he has are totally innovative. He often says, "Somebody has to be first. Somebody has to start the process" and he often times has done that with his amazing team.

7 *Some people find the switch to sustainable packaging a bit overwhelming. Where would you tell them to start?*

This is a very important question, and it's crucial that people don't try to do everything all at once. Step one is to figure out where you are. How much packaging are you using today? Do you need a primer? You need a place to start. It's like stepping on the scale the first time when you're starting your fitness journey. Then reach out to Landsberg Orora and we will help you identify different ways to improve. They can be simple things like switching from 2-inch tape to 3-inch tape so you don't use as much. I know that sounds counterintuitive, but if it's a wider tape, you'll only use one strip instead of two. There are little things like this. You can switch to paper tape, paper void fill, and paper bubble. There are really simple things you can start doing today that can also bring you space and cost savings.

8 *What are 3 things people can start doing at home to be more environmentally friendly in their everyday lives?*

Number 1 is use less. For example, in your vehicle, use your fuel in the most efficient route for your day and drive as little as possible. You can even drive a more fuel-efficient vehicle. Also, reuse as much as you can. My friend, Good Girl Gone Green, claims that she is a glass jar hoarder. She highly recommends using glass jars for almost anything. You can use them for cups, serve food in them, and use them for storage. It's really amazing what you can use out of something that you may have been using as a single-use item in the past. For me, I've purchased an extra set of cups, plates, and utensils for when I throw parties. That way I am eliminating single-use plastics, and I get to show my friends some other solutions out there that they can incorporate into their everyday lives.

9 *Orora's purpose is to lead the transition to a more sustainably packaged future. How are you bringing that purpose to life?*

My sole purpose as a coworker of Landsberg Orora, other than sales, of course, is supporting our customers by bringing new sustainable ideas to the table. I do that by networking weekly on LinkedIn, TikTok, and other social channels, with audio live events and discussing packaging news every week. I also have my podcast, which I post two to three episodes a week, and it's been an amazing adventure to learn about all these incredible new, sustainable choices. It has been my honor to get to introduce the community to some of these ideas that they didn't know about. To have this platform on LinkedIn, TikTok, and YouTube to be able to speak to sustainability has been a really exciting thing.

10 *Cory, what is your "why"?*

My "why" is the future generations. We owe it to them.]

Radiance™

Eco-Friendly Solutions for Every Space and Budget

High on quality and low on cost, the Radiance™ Green line of Eco Logo® certified* commercial cleaning products are what you need to keep your facility clean and healthy, and to keep your budget (and the planet) a little happier.

CERTIFIED EcoLogo®

*Products meet the EcoLogo® standard for institutional cleaners based on reduced human and aquatic toxicity, and reduced smog production potential.
www.ul.com/services/ecologo-certification

Visit www.Radiance.Pro for more info today!

by Chris Bradley

Europe's Bold Plan for Re-use

In November 2022, the European Government proposed a dramatic change to its policy around packaging waste. Declaring waste a "growing source of waste and of consumer frustration" the Commission proposed the Packaging and Packaging Waste Regulation (PPWR) to replace its existing directive with rules that are both significantly stronger and more enforceable than what exist today. The goal is noble–to reverse the ever-increasing amount of waste generated by consumer packaging. With a potentially staggering impact on manufacturers, companies around the world are working to understand, influence and respond to the changes that lie ahead.

The Impetus

Today, the average European generates more than half a ton of waste each year, and more than a third of that waste comes from packaging. And even though recycling rates have increased in the EU, they are being outpaced by the amount of waste that is generated. According to the impact assessment published alongside the PPWR proposal, unless action is taken, the volume of plastic waste generated in the EU will increase by 46 percent by 2030 and by 61 percent by 2040.

Proponents of the PPWR argue that new regulations are required to achieve a reversal of this untenable trend.

PPWR Goals and Re-Use & Refill Systems

The PPWR has three major areas of focus:

- Reducing packaging waste;
- Decreasing barriers to recycling "circularity" (e.g. by making more packaging recyclable); and
- Decreasing the use of "virgin" materials (e.g. new plastics, paper that's not made of recycled material, etc.)

To achieve the first objective of *reducing packaging waste*, the PPWR looks to promote "re-use and refill" types of packaging, setting specific targets for various packaging formats.

For example, it targets:

- Beverage containers that are filled on-site (e.g. at quick-serve restaurants, convenience stores, etc.)
- Food containers designed for take-away and/or ready-to-eat meals
- Wine
- Beer and other single-serve alcoholic beverages (other than wine)
- Non-alcoholic beverages such as soda, bottled water, fruit drinks, ice tea, etc.

For each of the product categories above, the PPWR sets a target for what percentage should be part of a refill/re-use system by both 2030 and 2040. For example, for food containers the target is 10 percent by 2030 and 40 percent by 2040. For wine, it's 5 percent by 2030 and 15 percent by 2040.

Changing products from single use to re-use and refill will have a significant impact on both product manufacturers and consumers. Deposit return systems, where consumers pay a fee upon purchase that is reimbursed once the package is returned, have been proven to reduce waste, but these systems come with challenges.

From a business model perspective, significant capital investment will be required as companies change the way their products are both packaged and used. There are logistical considerations of course. For example, how will the used packaging be collected and brought back to the manufacturer? How much physical space will the collection systems require and where will these systems live? How will it all be tracked?

Driving consumer adoption is another challenge that will need to be addressed. Any behavior change requires work, and in this case consumers, many of whom are already time- and attention-strapped, may be asked to do something that is less convenient and more time consuming than what they are doing today. To drive the level of adoption needed to meet the targets, solutions will have to be both incredibly easy and also somehow rewarding for consumers.

Health and safety concerns will also need to be addressed. Re-using containers requires proper sanitization and handling, and consumers will need to be confident that the used containers are up to their standards of hygiene.

While there are many products that could leverage re-use and refill systems, to meet the targets the initial focus will likely need to be on high-volume, high-velocity products that will enable systems to scale quickly. Eggs and milk, for example, may be "low hanging fruit" that packaging manufacturers choose to tackle first.

While the PPWR is a European regulation that technically only impacts products used in EU nations, it will undoubtedly have a ripple effect around the world. Manufacturers will inevitably need to streamline, as it's often impractical if not infeasible to manage dramatically different packaging and processes for each region of export. Regardless, some may see the PPWR as an indicator of what is to come around the world, and prefer to be prepared for that eventuality. As Economist author William Gibson famously said twenty years ago: "The future is already here. It's just not evenly distributed yet."]

by Alayne Avila

PURPOSE-DRIVEN CHANGE

When it comes to a company's corporate purpose, you may initially think of it as a feel-good saying that will be gradually dispersed by the internal communications team to every coworker in the company. These coworkers may see it in an email, in a post on their company's social media, or printed in their office breakrooms. They may read it once or twice in passing and agree that it gives them a small sense of pride in the company. The problem this creates for some companies is that their purpose statement stays just that – a statement.

At Orora, our purpose has become so much more than a statement. It is our guiding light, our reason for pushing further, and our *WHY*. It not only inspires us to help our customers reach their sustainability goals through our solutions, but it also motivates our internal coworkers to make Orora more sustainable as a whole. To really bring a purpose statement to life, a company's internal coworkers must believe in it and take action. The most impactful changes come from the "grassroots" level – collectively and organically.

Our purpose statement has evolved into more than just words on a poster through an internal group of inspired coworkers called **Sustainability Change Champions**. Our Change Champions group is composed of Orora coworkers across North America at all different experience levels. They bring an unbiased point of view to the group to encourage collaborative discussions that lead to new ideas. Their "on the ground" knowledge of what is occurring at the business is pivotal in creating actionable ideas to bring Orora to another level when it comes to sustainability. The team creates, discusses, and implements these ideas at Orora that ultimately lead us closer to our company goals and leave a positive impact on the communities we do business in.

Each individual Change Champion has their own *Why* for joining the group. Their *Whys* range from individual experiences to make an impact on a global scale. Regardless of the differences, each Change Champion's *Why* inspired them enough to volunteer their time, effort, and individual resources to this Change Champion group. Because these coworkers are here simply because they want to be, there is no shortage of inspiration, discussion, and passion. These sessions leave each Change Champion feeling inspired to bring a new idea to the next one.

This "grassroots" effort to bring sustainability into every corner of Orora has been critical to making our purpose statement more than just a statement. This internal group of coworkers has just begun their work, and there is no limit to the difference they can make at Orora and in our communities.]

SUSTAINABILITY CHANGE CHAMPIONS

Kelly Bean

"I want to be a value-add to our customers and be an asset to their team. I enjoy spending time outside hiking, camping, and relaxing and want to protect the environment for the future."

Aaron Reddoch

"I love the outdoors and nature and knowing that some items we provide are single-use always makes me think about how we can make those single-use items either compostable, reusable, or recyclable so they don't end up in our beautiful lakes, rivers, oceans, or on the sides of the road."

Cindy Kemakolam

"Sustainability for me is about creating a brighter future for ourselves and our children. By making small changes in our everyday lives, we can make a big difference in the world. It means using our resources wisely so that we can protect the planet and ensure that all people have access to the basic needs of life. When we focus on sustainability, we're thinking about the long term, not just the short term. That's why it's so important – it's not just about saving the planet, it's about creating a better future for ourselves and for generations to come"

Are You A "Sustainability Hero"?

Do you think you're a hero in your community when it comes to sustainability? Test your knowledge with this quick quiz to see where you stand...

1 **"ESG" IS AN ACRONYM WE HEAR A LOT WHEN DISCUSSING SUSTAINABILITY IN COMPANIES AND INVESTMENTS. WHAT DOES "ESG" STAND FOR?**

a. Environment, Sustainability and Government
b. Expert Sustainability Group
c. Environmental, Social, and Governance
d. Environment and Sustainability Goals

2 **WHAT IS THE MOST RECYCLED MATERIAL ON THE PLANET?**

a. Steel
b. Corrugated
c. Plastic
d. Glass

3 **WHAT DO WE CALL ENERGY THAT DOES *NOT* DEPLETE RESOURCES WHEN IT IS USED?**

a. Reliable Energy
b. Resourceful Energy
c. Renewable Energy
d. Reusable Energy

4 **WHICH HUMAN ACTIVITY DIRECTLY CONTRIBUTES TO CLIMATE CHANGE?**

a. Burning Fossil Fuels
b. Deforestation
c. Oil Drilling
d. All of the Above

5 **WHAT TERM DESCRIBES A COMPANY OR BRAND MARKETING THEIR PRODUCT AS "SUSTAINABLE", WHEN IN REALITY, THEIR PRODUCT OR PRACTICES ARE *NOT*?**

a. Catfishing
b. Greening the Meaning
c. Greenwashing
d. Trolling

6 **WHAT DO WE CALL A MODEL OF PRODUCTION THAT DESIGNS OUT WASTE AND POLLUTION?**

a. Regenerative Redesign
b. Circular Economy
c. Regenerative Economy
d. Rectangular Redesign

7 **WHAT PERCENTAGE OF PLASTIC WASTE IS ACTUALLY RECYCLED IN AMERICA?**

a. 66%
b. 13%
c. 35%
d. 9%

8 **WHICH IS NOT A GREENHOUSE GAS?**

a. Carbon Dioxide
b. Hydrogen Peroxide
c. Methane
d. Nitrous Oxide

9 **WHAT IS THE INTERNATIONAL TREATY DEDICATED TO MITIGATING CLIMATE CHANGE?**

a. International Climate Commitment
b. Geneva Protocol
c. United Nations Climate Agreement
d. The Paris Agreement

10 **WHAT IS A TERM TYPICALLY USED TO DISCUSS A TARGET FOR COMPLETELY REDUCING THE CARBON EMISSIONS FROM HUMAN ACTIVITY AND CORPORATIONS?**

a. Net-Zero
b. Carbon-Zero
c. Net-Neutrality
d. Carbon-Reduction

1-3 Correct

You need to do more research

Don't worry, everyone has to start somewhere. Sustainability and the laws around it are changing every day and it's important to do your research in order to help your community.

4-6 Correct

Not a Novice

While you may not be new to the world of sustainability, you still have some room to grow before becoming a Sustainability Hero.

6-9 Correct

Sustainability Sidekick

You're close, but no Hero yet. You might want to listen to some great podcasts (see page 14 for some recs) or do more research before rising into Heroism.

10 Correct

Sustainability Hero!

Wow! You are truly a Sustainability Hero! With great power comes great responsibility – go and share your findings with your community to help others on their journey to being more sustainable.

ANSWERS: 1C, 2A, 3C, 4D, 5C, 6B, 7D, 8B, 9D, 10A

by Brodie Vander Dussen

WHAT'S YOUR *WHY?*

Who, What, When, How, and Why – all standalone questions that bring clarity, but one that arguably stands above the others in terms of importance: the *Why*. The "why" frames motive and purpose within a situation. *Why did you say that? Why are you sad? Why can't you do that?* Without understanding the purpose behind actions, it's difficult to confidently take the next step. Only with intentional purpose can we trust that the next step is the right step toward our goal.

Through conversations and a listening tour of coworkers, stakeholders, customers, and suppliers, Orora Packaging Solutions developed its official purpose statement:

"Our purpose is to lead the transition to a more sustainably packaged future."

The words of a purpose statement matter, and Orora's were chosen carefully:

"to lead" – means that we are leaders; thought leaders, expert advisors, and enablers, helping others make the transition.

"the transition to" – means that we acknowledge that there is a worldwide transition happening now. The future of packaging is sustainable, and we are taking a leadership role in helping others make that transition.

"a more sustainably" – means that incremental sustainability improvements are welcomed and celebrated because that is how we will get to the future.

"packaged future" – acknowledges that our focus and contributions are tied to the future of packaging.

"Our purpose is to lead the transition to a more sustainably packaged future."

Since this purpose statement was launched internally, there has been a rise in inspired projects across the business:

Sustainable Design Lab –
A multi-million-dollar investment to create a hub for Sustainability research and design, coming soon to San Jose, California.

Sustainability Change Champions –
A group of coworkers from 14 departments and 15 locations in 3 countries, coming together to collaborate on ways Orora can make a difference with our communities and customers.

Printing Initiative –
Reducing our printed paper (and subsequent waste) through real analytics and culture change.

Sustainably Packaged –
A magazine to bring innovative ideas and thought leadership to the desks of difference makers across the world, like you.

The Future of Sustainable Packaging Customer Summit – An event that brings customers and industry thought leaders together to share best practices and education.

It's important to regularly ask ourselves "*Why am I doing this?*" both in our personal lives and in planning company strategy. Understanding the *Why* is critical for lasting success–done well it inspires and keeps us focused on the goal through distractions and obstacles. *What is your Why?*]

ONE **MAGAZINE** PRINTED

You're probably wondering why a magazine that is all about sustainability would do the unthinkable... *print*. The answer is simple. Some people just don't read digital magazines. While we have seen a steady decline in printed magazines in circulation in the last few decades, as of 2022, 47% of people said that they still prefer to read a physical magazine. We believe that sustainability and the content inside this edition are valuable, and we don't want to leave out almost half of our potential readers just because it's not as sustainable to print. To combat the environmental impact that printing this magazine could have, we've partnered with One Tree Planted to plant at least one tree for every printed copy of this magazine. In fact, we plan to plant an entire forest. Each edition of this magazine will sponsor a very specific reforestation project.

Who is One Tree Planted?

One Tree Planted is a nonprofit organization focused on reforestation and since 2014, they have planted over 40 million trees in more than 47 countries. One Tree Planted consistently has projects designated to forest fire recovery, urban forestry, biodiversity conservation, and more, making a lasting impact in the communities the projects are based in. Funded by donations from individual, group, and corporate alliances (like this magazine), they work with partners that grow saplings and deploy teams to plant in areas of need. Those saplings are monitored as they turn into adult trees that clean the air we breathe, filter the water we drink, and provide habitat to over 80% of the world's terrestrial biodiversity, or in other words, make the world a better place.

The Purpose Edition: Our Why

For this edition of Sustainably Packaged, we will plant trees in the Edison National Forest near Shaver Lake, California. 3,000 acres of this precious forest burned during the 2020 Creek Fire. This fire was active for over three months, burned more than 379,000 acres (twice the size of New York City), and destroyed more than 850 structures. This was devastating to the local community and so replanting this forest is critical. This project is significant on its own but is close to home for Orora. Supporting thousands of customers and coworkers, Orora's 20 California locations have built a community in the Golden State that we want to see thrive. By partnering with One Tree Planted, this magazine will help to rebuild a part of our community.

It was important to our team that this magazine be valuable in every way we could think of. Between the industry trends, sustainable success stories, and product highlights, we know that content can make a difference, but we couldn't stop there. We are proud to partner with One Tree Planted to make *Sustainably Packaged* more accessible and sustainable. Whether you're reading this through a screen *(Hello, digital readers!)* or holding one of our precious printed copies, we're glad you're with us on this journey to a more sustainably packaged future.]

FROM THE CONTRIBUTORS: OUR *WHY?*

CHRIS BRADLEY

"I've spent a good part of my earlier life, designing products that mostly wound up in landfills. I plan to spend the rest of my life driving positive change for the planet. As a design leader, I want to help change the way that we think about sustainability. It shouldn't be an afterthought–it should be what we begin with."

BRODIE VANDER DUSSEN

"I want to make a difference for my future and generations to come. Making lifestyle changes and sharing my passion for sustainability with my friends, family, and community can make a big impact for a better future–one that we can all be proud of."

CHRIS BEAN

"Besides it being super cool and the right thing to do, my 'why' is the trail hikes I go on with my wife and our dog. It's the feeling of calm and clarity you get standing on the mountain trail overlooking the landscape and the trees and the realization that we are a small part of the bigger, beautiful picture."

COLLEEN CONNELLY

"I have always loved the outdoors. The ocean is like medicine to me. I relish my daily walks with my dogs, my kids love to play outside, and I want to do my part to protect all the beauty this earth has to offer."

ALAYNE AVILA

"My favorite place to be with my daughter is outside, and I want to do all I can to protect the environment and make the world a better place for her."

COLETTE GOLDSTEIN

"As a 'Gen-Zer', sustainability is important to me because my future depends on it. If I ever want to succeed in my career, have children of my own, or grow until I'm old, I'll need an environment to do it in."

SAMANTHA STUHLMAN

"My 'why' is the pride I feel upon hearing my 5-year-old yell for someone to pick up the garbage they just dropped on the ground because 'Mother Earth doesn't like trash on her head!!'. My family tries to live in the mindset that positive daily choices– even the smallest ones–can make an impact on the environment."

KRYSTINA BECK

"For me, the impact that sustainability has on the environment is irrefutable. It matters, and I want to be a good citizen by contributing to protecting the planet now and for the future."

Interested in a printed copy?

Since this is a sustainable magazine, we try to keep our printed pages to a minimum but you can request a printed copy via the link below or scan the QR code to join the waiting list. **https://qrco.de/SPMagPrintRequest**

Sustainability Glossary

Biodegradable is when something can be broken down through the use of microorganisms and time. Many things are biodegradable, including some things that are bad for the environment like plastics and chemically crafted materials. The breakdown of these materials is how microplastics and other harmful chemicals can make their way into the environment.

Byproduct is a secondary incidental product produced in the commission of obtaining a different primary product. For example, sawdust is the byproduct of cutting wood to make a shelf.

Carbon Footprint is the amount of carbon dioxide and other carbon compounds left behind by groups, individuals, or processes after the consumption of fossil fuels.

Curbside recyclable refers to products such as paper, cardboard, glass, metals, and rigid plastics that can be put in your recycling bin at home and picked up by waste management companies to be sorted and processed at their recycling facilities.

Deposit System also known as a deposit-return system, is a combination of a tax and a rebate added to the purchase of a product that is returned when the product is brought back for recycling.

Downgauging is the reduction of the materials used in packaging to reduce the weight, the amount of materials used, the cost of the product, as well as the impact on environmental and human health, all while still retaining its packaging effectiveness.

EPR (Extended Producer Responsibility) is a policy framework that would move the cost of waste management from local governments to the producers of plastic packaging. Doing so would result in more funding for recycling and incentivize packaging companies to redesign products for recyclability or reusability.

Greenwashing is when companies claim their products, services, or initiatives are environmentally friendly for marketing purposes without valid sustainability claims or efforts. Greenwashing is not always an act of deception – sometimes companies have good intentions but a lack of research results in misinformation.

Home Compostable refers to products that are made from materials that will fully decompose into soil. These items are suitable for composting in your home composting bin.

How2Recycle is a standardized labeling system that communicates recycling instructions clearly to product consumers.

Industrial Compostable refers to products that require a highly controlled environment and specialized processing in an industrial composting plant in order to decompose.

Mono Material is a product made of a single material type. This type of product is easier to recycle than its composite material counterpart, as it does not require you to split up the varied materials before recycling.

Ocean Bound Plastic is plastic waste that is at substantial risk of ending up in our oceans. This includes non-recyclable plastics, recyclable plastics, and micro-plastics.

PCR, also known as Post-Consumer Recycled content, is material that is made from recycled consumer goods that can then be used to make new goods.

PFA's (the forever chemical) are perfluoroalkyl and polyfluoroalkyl substances. These are used in a variety of items such as raincoats, non-stick pans, make-up, etc. PFA's do not easily break down and last decades in the body.

PLA (Poly Lactic Acid) is a bio-based plastic made from fermented plant starch such as corn sugars, sugar beets, sugar cane, etc. PLA has similar properties as traditional petroleum-based plastics, but is considerably more eco-friendly.

Store Drop Off refers to Plastic bags, wraps, films, and items with the How2Recycle Store Drop-Off label that can't be recycled in your curbside recycling bins. These items require specialized steps for recycling, and as such, get picked up separately or can be recycled at local retail stores that collect these items.

Resin Identification Code is a symbol that appears on plastic goods that identifies what kind of plastic the product is made from (i.e., PET, polypropylene). It does not specify whether the product is recyclable or not but can help guide you in the right direction when disposing.

Reusable is an item or product that can be used again or more than once.

Zero Waste definition differs a bit by area, but it is typically the conservation of resources through the process of production, consumption, reuse, and recovery of those materials with no negative impact on the environment or human health.]

Ways to Recycle, Downcycle, or Reuse this Magazine

1 Pass along to a colleague that would enjoy **2** Check your local county guidelines for the best way to recycle this magazine **3** Make a gift bag or small tote **4** Cut out the images and use as inspiration at your desk **5** Make a series of stylish hats **6** Tear out pages and use as a paint backdrop **7** Lay them on the ground to protect your floor from your newest DIY project **8** Use it as wrapping paper for a gift **9** Great for fixing wobbly tables–just stick it under the short leg **10** Fold into cool bows for your gifts **11** Cut up pages into snowflakes for winter decorations **12** Spiders in your home give you the heebie-jeebies? Magazine rolls into a reusable combat device **13** Make paper flowers out of pages **14** Donate as a prop to a local theatre group **15** Fold pages to make DIY envelopes for a note **16** Donate to a dental office. Their waiting room will love it! **17** Turn pages into Origami swans **18** Cut into strips and glue edges together to make a countdown chain **19** Save your favorite page to make a bookmark **20** Not actually 5'11" like your dating profile says? Fold up some pages and put them in your shoe! **21** DIY Confetti **22** Tear out pictures or words and turn into a mood board **23** Keep on a bookshelf to prove to your friends that you do in fact "read all the time" **24** Shred and use as packing material **25** Give to your child should they have nothing cool for show-and-tell **26** People too chatty on public transit? Magazine doubles as a ruse to get people to leave you alone **27** Donate to the local library **28** Got soccer practice later before the sun goes down? Magazine doubles as a great personal fan **29** Entertain your kids with a new type of bedtime story **30** Fold into paper boats and have a race downstream with your friends

Sustainably Packaged

WWW.ORORAPACKAGING.COM

Scan/click to see a full list of references and sources cited in this issue of *Sustainably Packaged*.

ORORA

Orora Packaging Solutions
6600 Valley View St.
Buena Park, CA 90620