

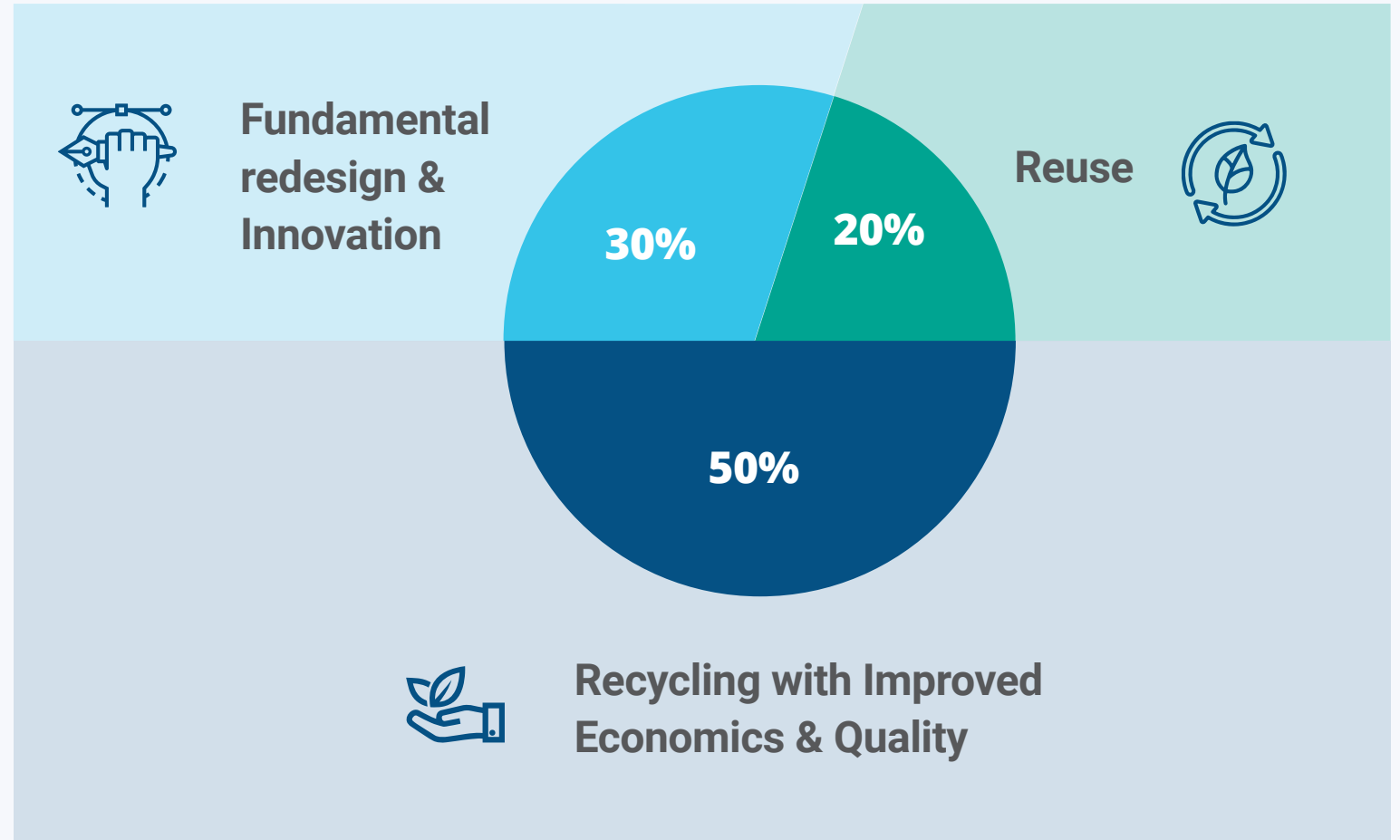
Meeting Sustainability Challenges **with Solutions in the Flexible Packaging Market**



The flexible packaging market has continued to grow and expand in recent years. There are a variety of reasons for this, such as its cost-effectiveness and its efficient use of materials and resources. However, as we globally become more aware of how our choices impact the earth, those in the industry are becoming increasingly aware of the carbon footprint of flexible packaging.

We at Polymerall aim to analyze and delve into the sustainability challenges facing the flexible packaging market, with a specific focus on circularity, refillable packaging, and recycling initiatives, seeking opportunities to continue leading the way in sustainable solutions through innovations in recycling, reuse, and design.

3 Strategies to Transform the Global Plastic Packaging Market¹



¹ World Economic Forum and Ellen MacArthur Foundation, The New Plastics Economy (2017)

Circular Economy



Efficient design saves resources



Commitment to promoting a circular economy



Prolonged shelf life reduces waste

Circularity of Flexible Packaging Materials

The Environmental Protection Agency refers to a circular economy as one that “reduces material use, redesigns materials, products, and services to be less resource intensive, and recaptures ‘waste’ as a resource to manufacture new materials and products.”² Keeping this definition in mind, circularity in the context of packaging refers to the design and production of materials to minimize waste and reuse resources as much as possible.

This can be a challenging prospect for the flexible packaging market, which uses a complex composition of multi-layered films that work to create strong barriers that will extend product shelf life. Separating these films for recycling is not a simple task.

“Closing the loop” in the flexible packaging market involves collaboration with consumers, manufacturers, end markets and product developers, just to name a few. Smart design right from the start can involve fewer natural resources used in the original manufacturing process. Using renewable and recyclable materials as well as making sure the packaging extends product shelf life means less packaging and product waste. Connecting with consumers about how to reuse and recycle packaging parts is also a critical component in the packaging loop.



Refillable Packaging: An Eco-Friendly Alternative

Flexible packaging, in and of itself, is resource-efficient compared to its rigid counterpart. However, refillable packaging is another compelling alternative that promotes a more sustainable industry vs single-use plastic. The flexible packaging industry is investigating ways to implement packaging systems that are refillable and durable enough for multiple uses. These packaging alternatives would also need to be efficient, hygienic and consumer friendly.

The flexible packaging market recognizes the potential of refillable packaging. Industry leaders are investing in research to improve its durability and functionality as a sustainable solution.



Recycling Initiatives in the Flexible Packaging Market

Recycling is a critical aspect of sustainable packaging and the circular economy. However, this practice poses challenges for flexible packaging due to the complexity of its composition. Multi-layered films are not easily processed by traditional recycling methods, which has translated into a lower recycling rate for flexible packaging. Additionally, the lack of infrastructure for collecting and sorting flexible packaging can provide an obstacle to recycling efforts.

The flexible packaging industry players are investing in technologies that will facilitate the separation and recycling of flexible packaging materials. By actively participating in industry-wide efforts, Polymerall aims to increase the recyclability of its products and contribute to more sustainable packaging solutions.


Polymerall's Commitment to Sustainability

While the challenges faced by the flexible packaging market are real, Polymerall is committed to finding sustainable, concrete solutions. We understand that functionality and cost-effectiveness cannot be compromised, even while we work to lower the environmental impact of packaging products. We are invested in research, and we take a proactive approach to address the sustainability challenges in the industry.

Despite the challenges faced by the flexible packaging market, Polymerall remains dedicated to finding sustainable solutions. The company understands the importance of balancing functionality, cost-effectiveness, and environmental impact. Polymerall's commitment to research and development reflects its proactive approach to addressing sustainability challenges in the flexible packaging industry.

Most importantly, we also know that flexible packaging is the most sustainable choice for product packaging today. Research has shown that flexible packaging uses fewer resources in manufacturing, causes less product waste and leaves a smaller carbon footprint in transport.

If your brand is looking to make more eco-friendly choices for your product packaging, call us today and let's make it happen. We have a full range of packaging solutions that can be customized to fit your brand strategy and improve your product.

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Our manufacturing facilities hold ISO9001, FSSC 22000, FDA and HACCP certifications that guarantee the quality of our products and services.



