

The way to your sustainable packaging

Where are you today?



The right start
The sustainability topic is very complex and confusing. To find the right strategy for your company, we recommend a basic analysis. This will enable you to identify your priorities and define the best approaches for your packaging. We will be happy to help you develop the central theme of your sustainability strategy and the right communication.

Climate neutrality analysis

Start your company analysis with a climate neutrality analysis. In this way, you can identify the greatest levers for your sustainable strategy and optimization. Compensate and communicate your commitment to B2B and B2C contacts – PACOON has been doing this since 2009 with ClimatePartner, so we could reduce our CO₂ emissions by 50%.

ClimatePartner

Life cycle assessment

The LCA is ideal for detailed analyses. This allows you to compare yourself with competitive products and express your improvements in clear figures. The analysis is much more complex than a climate neutrality analysis. However, the CO₂ factor is not simply comparable and is only an indication of your sustainability status.

Total cost optimization

Achieving the best cost for each individual process step or packaging element does not mean that you are achieving the optimal cost. Experience shows that a holistic view with changed processes, the analysis of your supply chain or alternative packaging concepts achieves double-digit savings potentials.

How to define a sustainability strategy

Depending on your sales markets, the strategic orientation can vary. Countries with little recycling infrastructure or landfill require little recyclability. Organic brands may be able to rely on renewable raw materials. Countries with a high recycling infrastructure are more likely to rely on recyclability or recycled materials. Climatic conditions also have an influence on your use of materials. The current focus is on the approaches **Refuse, Renew, Remove** and **Recycle**. Reuse is not the focus, but we see great potential for savings in individual sectors. We will support you!

The 10 'Rs' of sustainability in packaging

	RETHINK	Rethink packaging concepts (optimize transport, logistics and service life)
	REFUSE	Check if packaging is necessary
	REDUCE	How much packaging is needed to protect the product (avoid packaging material)
	REUSE	Can the packaging be reused several times (reuse existing packaging)
	RENEW	Use renewable raw materials/ renewable material
	REMOVE	Avoid or replace material of potential concern
	RECYCLE	Reuse resources (recycle existing packaging)
	RECOVER	Recover existing material (e.g. from waste, slag)
	REGENERATE	Recover new material from components (e.g. from CO ₂ or textiles)
	(RE)COMPOST	Prevent a permanent stay in nature

Diversity of materials will increase

- Multilayers become thinner, thus requiring less material
- Bioplastics will increase
- Barriers will be increasingly bio-based
- Paper and plastics merge together
- Paper and cardboard get new functions & barriers
- Use of new fibre raw materials for paper/cardboard
- Waste becomes a resource
- Recycled material gain more importance

Recycling technology will improve

- Multilayer will be chemically separated
- Waste will be sorted better
- Sorting of smaller parts will improve
- International recycling standards will harmonise
- Bio-plastics will also be recycled
- New detection methods complement near-infrared scanners or replace them (invisible coding, pigment-coding, Blockchain)

Which trends are driving the packaging design?

Generation Y target groups are asking about the 'sense' for sustainability as basic requirement, trade is finally driving industry after years of restraint, and society and laws have made the circular economy a priority. This influences the environment of your actions in the next few years even stronger. After all, the packaging has big impact on the environmental image of your company.

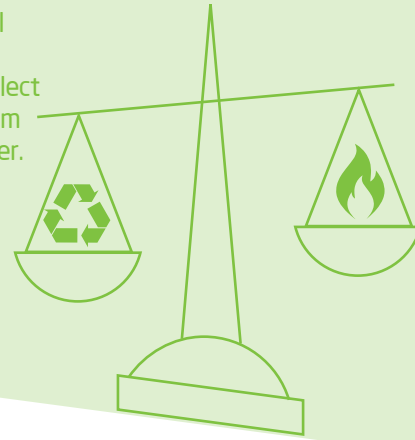
As the leading design agency in the DACH region for sustainable packaging, we can already show you ways and solutions today so you can stay ahead of the competition.

Design for recycling

To ensure that packaging is easily recyclable, there are a number of things to consider. Details and a checklist are available for free download at: www.pacoon.de/blog
We support you in your project

Plastic recycling

If the packaging development already included sorting and recycling processes, many plastic packages could be better recycled. Through visits to disposal companies and events as well as cooperation with institutes, we collect information continuously and inform you about what you should consider.



Plastic types in use

good recycling	LDPE Polyethylen Low-Density
	PP Polypropylen
	HDPE Polyethylen High-Density
	PET Polyethylen-terephthalat
	PS Polystyrol
problematic recycling	PVC Polyvinylchlorid
	Others

Source: <https://www.mdpi.com/2313-4321/3/1/1/html>

haptics colour shape finishing

How to add value to my product

Sustainable packaging design must take place on many levels. Our studies prove that concept mix evokes the desired association in the consumer. A sustainable concept with the wrong haptic, colour or finishing leads to irritation and rejection of the purchase. You can also use the rethinking of your packaging to optimise your product performance.

only the right association in the consumer.



How to make sustainability visible on your packaging



Innovative concepts

Only when the novelty is visible to the consumer does he perceive your commitment to sustainability. You only capture the brain's attention, if there is some new information – known information will be ignored. This could be a strikingly different packaging material or a new shape. At least, you should praise your advantages concisely, otherwise they will disappear.

CONSULTATION

Take advantage of our sustainability expertise

	strategic consultation Analysis, First Steps, strategy, communication		packaging acts D + EU Effects on the branch & duties, chances for your brand		recyclability of packaging Assessment factors and screening, analyses		packaging approaches Development of new concepts, with added value
	workshops & training sessions For training developers, buyer or marketing departments		Material expertise Material Research, alternative fibres, Bio-plastics and barriers		a big network Contact to suppliers of sustainable packaging solutions, institutions, universities in Germany and the EU and networking on sponsored projects		communication Do's and Don'ts on pack or off pack to make your commitment stand out positively

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