

# Recyclable flexible packaging

Favourite Packaging has been at the forefront in researching and sourcing the latest recyclable flexible packaging material that can provide an Oxygen and Moisture barrier equivalent to the highest vacuum metalised PET laminate and Foil. This is a game changer for Australian perishables packaging.



## THE NATIONAL PACKAGING TARGETS

- 100% reusable, recyclable or compostable packaging.
- 70% of plastic packaging being recycled or composted.
- 50% of average recycled content included in packaging.
- The phasing out of problematic and unnecessary single-use plastic packaging.

Retailers, Industries and Governments are solidifying parameters for allowable structures that deem soft plastics to be recyclable. These parameters support best practice design for packaging to attain the National Packaging Targets of 100% of packaging to be reusable, recyclable or compostable by 2025.

***For Food and perishables, one of the most impactful changes in the National Targets is the reduction in the amount of PET & Aluminum Foil allowed in soft plastic structure from 30% down to 0%. Currently, the PET and foil is the most common material used in perishables packaging to provide the oxygen barrier needed for maintaining product shelf life.***

Favourite Packaging are proud to offer printed pouches, printed re-wind and Stretch wrap in recyclable (or traditional) materials. We strive to help our customers any time, before, during and after the order process.

Our customer's find it beneficial to do a business case or a comparison study to determine the merits of switching to recyclable materials.

**Among others, the challenge is to have soft plastic packaging that meets the targets while still maintaining the shelf life of foods and perishables.**

## FEXIBLE PACKAGING RECYCLING PROGRAMS

The Australasian Recycling Label (ARL) Program is an on-pack labelling scheme that is helping consumers to recycle correctly and supporting Brand Owners and packaging manufacturers to design packaging that is recyclable at end-of-life. The program was developed by APCO and includes collaborators such as Woolworths, Coles, Aldi, Australia Post, David Jones, Unilever, Officeworks, Spotlight, Nestle, Blackmores and Smiths to name a few.

There are ever expanding recycle programs such as 'return to store' or 'curb side pickup' that collate, sort, distribute and process conditionally recyclable flexible plastics packaging. Currently, most food and perishables packaging will not meet the standards for recyclable or conditional recyclable. By having approved recycling materials in your packaging and the appropriate recycle symbols in your labeling, your distributors and customers know that the soft plastics can by-pass landfill and be recycled through the appropriate programs.

## RESEARCH SHOWS CONSUMERS WANT TO BUY ENVIRONMENTALLY ETHICAL PRODUCTS.

Apart from meeting guidelines and conforming to regulations, having environmentally ethical packaging is now good for business, it's likely to give you a competitive advantage and you are likely to sell more product.

One survey found that two in five Aussie consumers would be willing to pay more for sustainable products, and a staggering 87 per cent of shoppers are more likely to purchase products that are ethically and sustainably produced, suggesting a substantial shift towards conscious consumerism.

Other research showed that for one in five shoppers, sustainability defines their choice of retailers, brands and products; 25% of 18 to 34 year olds have stopped using a brand in the last six months due to sustainability concerns (and 21% of 35 to 54 year olds respectively). An overwhelming majority of 82% say it's important that products are packaged sustainably.

**By using Favourite Packaging's recyclable materials, your flexible packaging will fit in with the major retailer's programs, meet industry and Government targets and tells your customers that your Brand cares.**

