



3 small steps

to responsible packaging





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The truth is packaging prevents waste. However, packaging can be minimised in many cases to be **kind** to the environment.

This guide has been created to assist our customers with this process.

Packaging is indispensable in modern society. It allows a multitude of goods to reach the consumer undamaged, in a safe and hygienic condition and communicate important brand and product information.

Packaging maintains quality and protects the consumer from perished goods through the display of 'sell by' and 'use by' dates.

It also deters tampering and pilfering and often extends the life of the products contained, reducing food waste.

Without packaging it would simply not be possible for consumers to have access to, and use most of the products, which are available today.

Step 1 packaging reduction

Step 2 packaging recyclability

Step 3 packaging compostability

3 small steps for man, one giant leap for mankind

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Step 1

Packaging Reduction

Follow this guide to deliver environmental impact reductions in accordance with the WRAP waste hierarchy for packaging.

Any initiatives should not be implemented at the expense of food safety or shelf life reduction.



1. Ensure packaging is "Best in Class" according to the WRAP database at http://www.wrap.org.uk/retail/tools_for_change/uk_best_in_class/index.html
2. Try to reduce headspace in packs wherever possible. For packaging film, revisit line/machine drawings for accuracy and investigate opportunities to revise.
3. Determine if a lighter weight container is available. For example, the blow weight of plastic bottles could be reduced, oversize caps could be replaced with smaller caps, ribbed cans are generally lighter than unribbed cans.
4. Could cardboard sleeves be replaced with linerless sleeves or labels, or are they required at all? Might a good design of label project the quality image and communicate the legal information just as well?
5. Where film thickness can be reduced, do it. Use fillers to reduce plastic use if possible the potential energy savings are immense.
6. Could labels be replaced with printed film?   
7. For collation and multipacks, use the minimum amount of extra packaging. Question whether the minimum has been used. Even better, would a twofer or other promotion be possible - no extra packaging required! 
8. Redesign packs to remove an element of packaging? For example, does stuffing mix need to be in a bag in a box? It could go into printed film.  
9. Never accept or use the argument that an oversized pack is designed for extra free promotions. If obtaining a larger pack for promotions would be difficult, use a standard pack with a price promotion instead.
10. Always remember the acid test. If the customer can take some of the packaging off and leave it at the till, and still get the product home safely, it's overpackaged.

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Step 2

Packaging Recyclability



1. Maximise the recycled content in the packaging, especially where the material is not in direct contact with food.
2. Make the packaging so that it can be recycled. Currently, recycling streams for domestic waste only exist for a limited number of packaging format and material combinations:
 - PET bottles and jars
 - PE bottles and jars
 - Glass bottles and jars
 - Board
 - Paper
 - Steel cans including aerosols
 - Aluminium cans including aerosols
3. Consider the use of alternative materials that can be recycled to replace those that will not be recycled, eg the use of board instead of aluminium foil trays.
4. Do not use new materials that have no recycling stream if the existing material is actively recycled. For example, never use PLA for bottles and jars as this will contaminate the recycling stream for PE or PET.
5. For PE and PET bottles and jars, choose labels that will assist the recycling process. Labels should be PE or PP, and adhesives should be water soluble or dispersible, or hotmelt alkali soluble.
6. For cans, use only aluminium ends on aluminium cans, and steel ends on steel cans.
7. Use recycled liners (known technically as Test) instead of virgin (known technically as Kraft) wherever possible. This should be a formality for ambient products, but care may be needed with chilled and frozen lines.
8. Use white lined recycled chipboard instead of folding boxboard wherever possible.
9. Any corrugated board used for outers should use recycled material (known technically as Test) unless there is a sound technical reason for using virgin material (known technically as Kraft).
10. For shrinkwrap outers, polythene bands bearing the product information, NSL, barcode, etc, or recycling compatible labels are preferred. For stretchwrap recycling compatible labels are preferred. All shrinkwrap and stretchwrap is recycled from back of store and from distribution centres. Materials that are easier to recycle have a higher value.

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Step 3

Packaging Compostability



1. Make unrecyclable components from home compostable materials where possible. Insufficient facilities exist currently in the UK for any other forms of composting to be the subject of a valid claim.
2. Do not use recovery technologies (eg compostable or degradable) for materials/formats that are currently actively recycled. For example, don't use PLA for a bottle because it will interfere with recycling of PET; don't make PE bottles degradable, they are recycled and the addition of a degrading additive just wastes money and resources. Currently, recycling streams for domestic waste only exist for a limited number of packaging format and material combinations :

PET bottles and jars
PE bottles and jars
Glass bottles and jars
Board
Paper
Steel cans including aerosols
Aluminium cans including aerosols

3. Make unrecyclable and uncompostable components from degradable materials where possible.
4. Keep the on-pack message to the consumer consistent. Consumers will easily understand that board components can be separated and recycled, but different components being compostable and degradable will be confusing and therefore unacceptable. Other than board, all components will have to have consistent claims.
5. Where components may pose a significant hazard to wildlife if littered, photodegradable additives can be used to reduce this hazard. The two formats that are the biggest risk are:

Carrier bags
Hi-cones (collation clips) for cans

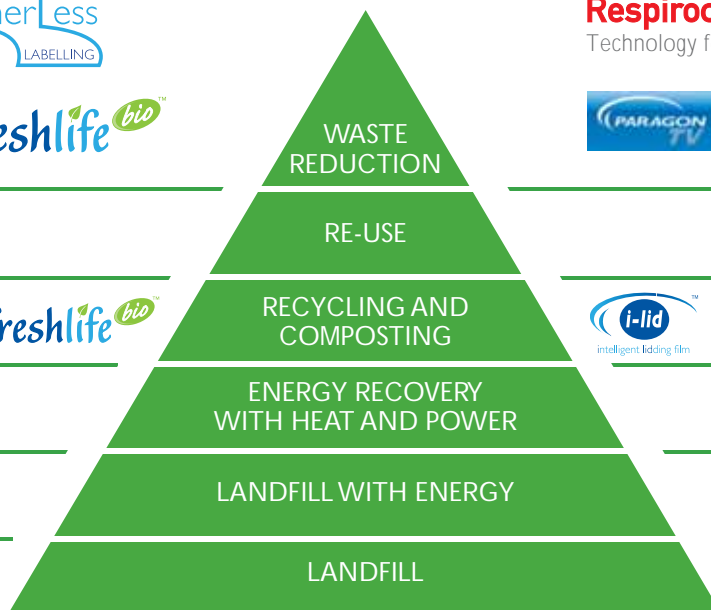
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Solutions for waste hierarchy improvement

If you would like to discuss any of our packaging initiatives just give us a call.

We are happy to work with you to improve efficiencies and deliver sustainable packaging improvement for the environment.



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Influencing design and material selection to reduce packaging waste has become our speciality.

Our **ecolok™** was developed by our technical solutions team to eliminate bags for bunched produce.

The **ecolok™** can be recycled through post consumer waste streams making it an efficient alternative to conventional solutions.

Lock into its benefits!



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...Paragon packaging excellence programming



Paragon TV provides our customers and staff with industry leading information on packaging technologies and processes via its video and radio content.

Conscious of time demands on today's workforce, the associated carbon footprint attached to seminars and site visits, Paragon TV was developed to deliver information direct to your desktop in an easy to use format.

Delivering packaging process understanding minimises waste and costs through best practice performance throughout the supply chain.

Paragon have developed their Packaging Excellence program to deliver an industry leading training tool providing an understanding of the packaging process from concept to creation.

Paragon Packaging Excellence is a series of video modules delivering practical understanding of the packaging process.

Get the bigger picture www.paragontv.co.uk

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We have launched a revolutionary pilot scheme to recycle our customers self adhesive label backing paper.

The backing paper is a waste by product, after label application, and typically accounts for 30 - 40% of the total weight of a self adhesive label product. At present this waste goes to landfill and we estimate this amounts to 30,000 Tonnes in the UK per annum.

Conscious of our carbon footprint reduction initiatives we will collect this waste from our customers when we deliver labels so we can utilise our existing transport infrastructure.

Our recycling centre will process this waste so it can be sent to a paper reprocessor to be converted back to pulp.

The Paragon recycling centre also handles our manufacturing waste and supplier packaging, ensuring we minimise our operational impact on the environment.

The Paragon recycling centre is the first of its kind to be introduced in the packaging industry and underlines our commitment to the environment.

working with 

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intelligent lidding film

Visionary, printed and transparent, top seal tray lidding film products for the fresh and chilled food markets.



Our i-lid™ film range provides a solution for any top seal tray lidding application.

i-lid™ films assist packaging minimisation objectives and are contributing to the reduction of landfill supporting Courtald Commitment targets.

Label replacement using i-lid™ flexographic films reduces manufacturing waste and lead times.

Combining i-lid™ film with Freshlife™ technology to extend shelf life also reduces food waste.

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A range of breathable plastic produce packaging films created by Paragon Flexibles' proprietary food science, film and perforation technologies.



Freshlife™ films maintain the integrity of whole and fresh cut produce from the point of processor packaging to that of consumer usage.

Food science is Paragon Flexible' enabling technology. It creates a definition of product shelf life needs throughout distribution. It is product and temperature protocol specific.

Packaging science translates product needs into a film specification to meet the shelf life criteria for each product.

Freshlife™ technology optimises produce quality and creates innovative new market opportunities.

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freshlife^{bio}™

A new range of bioplastic films converted for whole and fresh cut produce packaging by Paragon Flexibles' proprietary breathable film technology.



Freshlife Bio™ films are non-food crop sourced and are sustainable, renewable and biodegradable.

Freshlife Bio™ films are compostable to the European standard, EN13432, and are certified accordingly.

Users of Freshlife Bio™ can display the European Compostability logo.

Freshlife Bio™ films are available for verticle bagging, horizontal flowwrap and top seal lidding applications. Top seal lids are weld seal or peelable.

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Respirocomp™

Technology for food

Paragon flexibles have developed software to expedite respiration rate determination.

This means customers can now benefit from a data base programmed with pack, atmosphere and product variables which determine a perforation configuration without extensive trialling necessary.

The technology centre laboratory can then fine tune the software prognosis using its time temperature protocols and gas analysis testing procedures.

This facilitates an optimised film solution for our customers 50% faster than using conventional means to obtain product specific data.



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LinerLess

LABELLING

Paragon Print and Packaging advocate the use of Linerless label technology as part of our corporate responsibility to environmental, social and sustainability issues.



Its use can significantly aid  and  objectives for the environment.

Linerless label technology also supports packaging minimisation initiatives and contributes towards delivering EU targets for landfill reduction.

This unique system has future proof packaging format capabilities to suit the most demanding application requirements.

Its established applicator stable is capable of unsurpassed performance in both speed of application and versatility of use.

We believe some day all labels will be made this way.

Materials sourced from sustainable managed forests and compostable to European standard en 13432.



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