BakPac

Sustainable • Flexible • Packaging

SUSTAINABILITY

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At BakPac we are passionate about providing the best sustainable solutions to meet your packaging needs. We produce flexible packaging products that provide alternative solutions to traditional packaging methods. By design flexible packaging pouches have a much reduced impact on the environment compared to rigid packaging. The planet's resources are our future and need to be looked after.

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Why does sustainability matter?

- Packaging often scrutinized and used as the measure of company's *overall* sustainability

- MILLENNIALS and GEN-Z prefer to engage with brands that protect the earth.

- BRANDS Responding to legislation & stricter consumer demands

- GOVERNMENTS Accelerating new regulations

Using BakPac as your flexible packaging supplier is the sustainable option.

Eliminate the need for plates and cylinders

Less energy used

Print only what you need

Optimized Inventory

Reduce material waste

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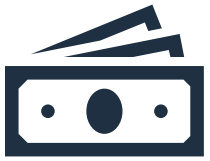
Digital advantages

print what you need, when you need it



REDUCE COST

- Minimum inventory
- Volume based on demand
- Reduce obsolescence
- Market testing

REDUCE RISK

- Use the most updated version of the package
- Reduced time-to-market
- Global colour management
- Anti-counterfeit components
- Print quality
- Regulatory compliance

MORE VALUE TO CUSTOMERS

- Deliver localised versions
- Cause driven promotions
- Event-driven promotions
- Late stage product differentiation
- Product life cycle solutions

ENVIRONMENT

- Reduce waste
- Reduce carbon emissions
- No hazardous chemicals
- Reduce energy consumption

SUPPLY CHAIN

- Track & Trace
- Serialization
- Revision control
- Warehousing & distribution
- Just-in-Time production

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Common Myths about Sustainable Packaging

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Myth 1: Plastics Aren't Sustainable

- Plastic's bad rap has rapidly increased in the past few years and may have brands reluctant to move to options like flexible plastic packaging.
- If you look at the life cycle of flexible pouches, they actually have a smaller carbon footprint compared to rigid materials like glass. According to a 2018 study commissioned by the Flexible Packaging Association (FPA), a glass jar for baby food has a carbon impact 3 times higher than that of a flexible stand-up pouch with a fitment. Despite glass' recyclability, seven times more material ends up in municipal solid waste than the flexible pouch.
- However, you should consider the differences between rigid and flexible plastics, as well. A plastic pail for cat litter packaging requires 11 times the material of a flexible package and uses 1,429% more fossil fuel in manufacturing, so there are benefits to be gained even when choosing between plastics.

Myth 2: Recyclability is the Key to Sustainability

To both packagers and consumers, fully recyclable packaging is the ideal sustainable solution.

Although it's a goal we should continue to pursue, recyclability is just one component of sustainability. We should also consider the life cycle of different packaging options to understand their full environmental impact. For example, the FPA study also shares that a steel can for packaging coffee consumes 16 times as much water as a flexible pouch, primarily during the material development stage. While the can is recyclable and seems more sustainable on the surface, the water consumption required to produce it could negate benefits gained from recyclability.

That means when you're looking for a sustainable solution, you should also consider fuel use, product-to-package ratios, the amount of materials ending up in landfills, and other factors. When packaging improves all of these areas and can also be recovered and regenerated into a secondary life, you achieve a truly sustainable package.

Myth 3: Compostable Means Sustainable

Much like the recyclability myth, it's easy to assume that compostable packaging is sustainable. One may think when composted properly, it would avoid the waste stream and become a beneficial soil amendment.

However, curb side or household composting facilities offered by local governments isvery limited, which means compostable packaging frequently end up in landfills, where they may produce methane as they degrade. If they are tossed in with recyclables, they could cause issues if mixed with polyethylene and reprocessed. At present, we definitely need more innovation and development of recovery infrastructure in order to gain the full benefit of compostable packaging as a sustainable option.

Life Cycle Advantages of Flexible Packaging

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Flexible Packaging Association flexpack.org

“From its fossil fuel and water usage, to its carbon impact and product-to-package ratio, flexible packaging's efficiency is environmentally effective. As a leading voice in the sustainable packaging movement, the Flexible Packaging Association has committed significant resources to support flexible packaging's sustainability efforts. Through our ongoing research and initiatives, FPA provides a greater understanding of the environmental advantages and benefits of flexible packaging among consumer product companies, retailers and consumers.”

Sustainability Benefits of Flexible Packaging

MATERIAL AND RESOURCE EFFICIENCY

The use of life cycle assessment tools has shown that flexible packaging usually results in less fossil fuel usage, greenhouse gas emissions, and water use than other formats due to its very light weight (source reduction).

TRANSPORTATION BENEFITS

Flexible materials are usually shipped either flat or on a roll like paper towels. This allows a large number of packages to be shipped on a truck, reducing the number of trucks needed for inbound materials versus rigid packaging.

Sustainability Benefits of Flexible Packaging

HIGH PRODUCT-TO-PACKAGE RATIO

A measure of material efficiency is how much of a product sold to the consumer consists of product and how much of it is packaging by weight. Flexible packaging almost always has a higher product-to-package ratio when compared to other packaging formats.

PRODUCT PROTECTION

Flexible packaging offers product protection, keeping products together to reduce spoilage. Additionally, flexible's ability to resist denting or breakage without spilling contents make it attractive for e-commerce shipping.

Sustainability Benefits of Flexible Packaging

SOURCE REDUCTION

Flexible packaging is lightweight, usually weighing much less than other materials and thereby providing source reduction.

EXTENDED SHELF LIFE

Value added flexible packaging for food items often contains a barrier layer that extends the shelf life of food, reducing the amount of food waste associated with perishable items.

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Life Cycle Assessment (LCA) case studies

https://www.flexpack.org/resources/sustainability-resources

Coffee
Water Usage

A steel can for packaging coffee consumes +1,605% more water than a flexible pouch

Detergent
Carbon Impact

A rigid PET container for laundry detergent pods emits +726% more greenhouse gases than a flexible pouch with a zipper

Single Serve Juice
Product to Package Ratio

A single serve juice flexible pouch uses packaging with a 97% product to packaging ratio

Baby Food
Material to Landfill

Even though glass containers are recycled at a rate of just over 30%, 7X more material
ends up in landfill than the flexible stand-up pouch with fitment

Cat Litter
Fossil Fuel Usage

The rigid pail requires 11x as much material as the flexible stand-up bag and uses 1,429% more fossil fuel in manufacturing than the flexible stand-up bag.

Motor Oil
Water Usage

An HDPE container for motor oil uses +513% more water than a flexible pouch with spout fitment

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Millennials and Gen-Z prefer to engage with brands that protect the earth.

Millennials say it's extremely important or absolutely essential that product packaging…

33%
has a sustainable lifecycle

33%
is manufactured with less energy

32%
has been transported efficiently

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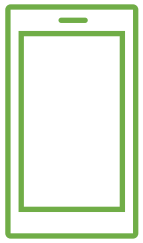
Millennials and Gen-Z prefer to engage with brands that protect the earth.

Millennials say they always or often…

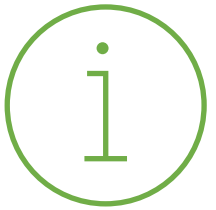
36%

Actively seek out products in sustainable packaging



37%

Promote the benefits of sustainable packaging to others



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Check packaging labels for sustainability information