



## Tips for more sustainable packaging

### Choose recycled materials:

- » Go for packaging with a high proportion of post-consumer recycled content. This reduces the demand for new raw materials and supports the circular economy.
- » Work with suppliers that offer certified recycled materials.

### Optimize the packaging size:

- » Use packaging that matches the product size to avoid material waste.
- » Develop compact, lightweight packaging that uses fewer resources and makes transportation more efficient.

### Consider reusable packaging:

- » Go for reusable packaging that can be returned, cleaned, and reused. This can be particularly effective in the B2B sector.
- » Implement a take-back system for packaging to facilitate reuse.

### Use innovative packaging technologies:

- » Find out about new technologies that make packaging more environmentally friendly, such as biodegradable plastics or compostable materials.
- » Invest in technologies that improve the recyclability of your packaging, such as using mono-materials instead of composite materials.

### Label your packaging clearly:

- » Ensure your packaging is well labeled to help consumers dispose of it correctly.
- » Use symbols and instructions that encourage recycling and reuse.

### Cooperate with recycling companies:

- » Work closely with recycling companies to ensure that your packaging can be efficiently recycled after use.
- » Participate in take-back and recycling programs to support the circular economy.

### Education and communication:

- » Educate your customers and end users about the benefits and proper handling of recycled packaging.
- » Use your marketing channels to raise awareness of sustainable packaging and communicate your environmental commitment.

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