

# Leveraging Reusable Packaging Materials for a Sustainable Supply Chain



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# Why are Packaging Materials Important?

As packaging materials evolve to support the supply chain, companies are looking for ways to achieve the 3 Rs in the environmental hierarchy: reduce, reuse and recycle.



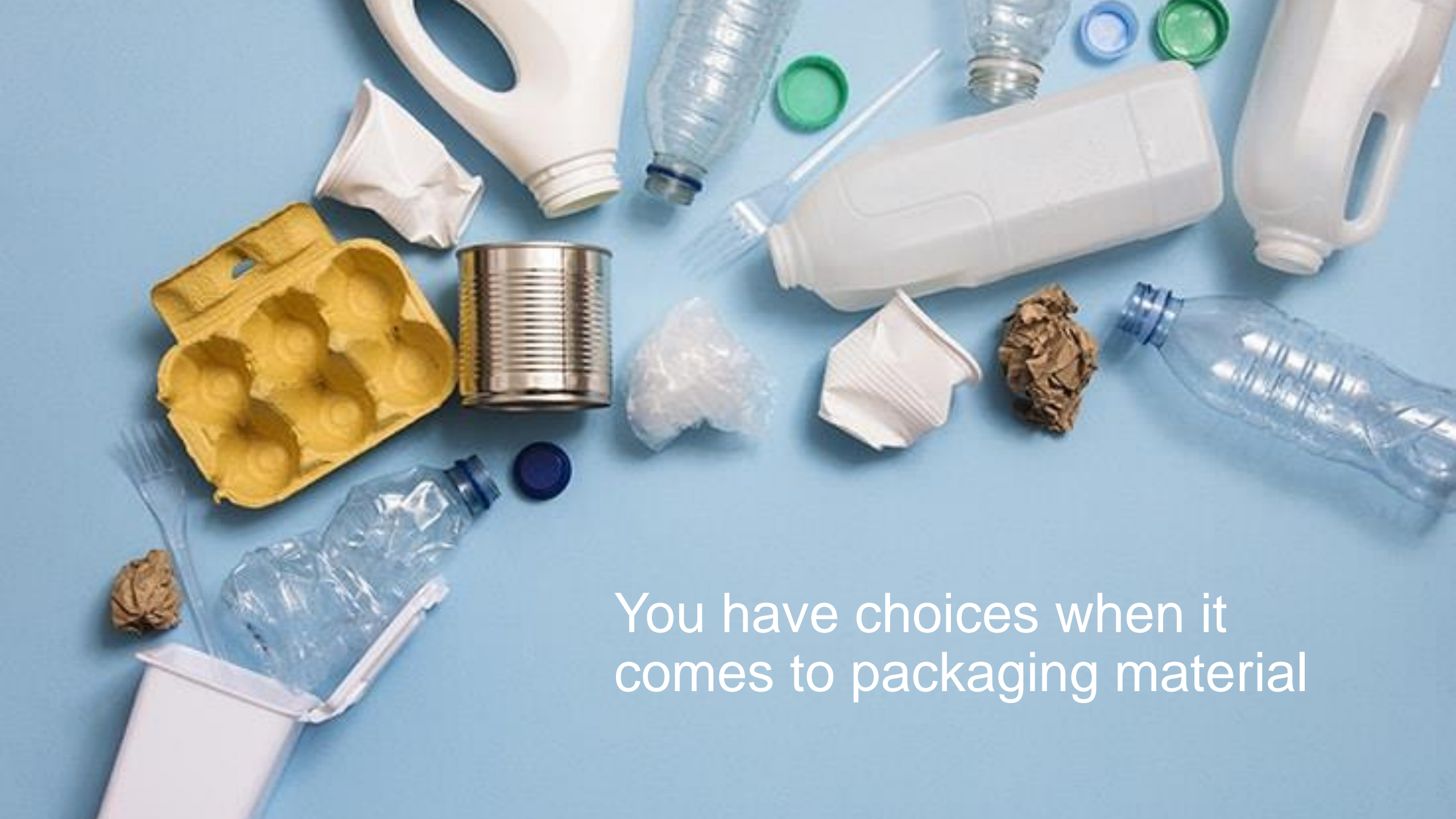
**REDUCE**



**REUSE**



**RECYCLE**



You have choices when it comes to packaging material

# Packaging Material Choices

- Recovered post-consumer and post-industrial plastic
- Recovered plastic at risk of entering the oceans
- Recovered metal scrap



# NEW - Packaging with the Ocean in Mind



Plastic at risk of entering oceans



Processed



Repurposed in reusable packaging

# How Packaging Materials Impact the Supply Chain

- Packaging service life
- Packaging reliability
- Risk mitigation



# Trends in material recovery and reprocessing

## Recovery

- Packaging buyback programs
- Partnerships with consumer companies to recycle their scrap
- Partner with companies throughout the supply chain

## Processing Technology

- Use of technology for more accurate processing
- Better cleaning technology (odor, color, etc)

Source: <https://industrytoday.com/2019-plastic-recycling-trends/>

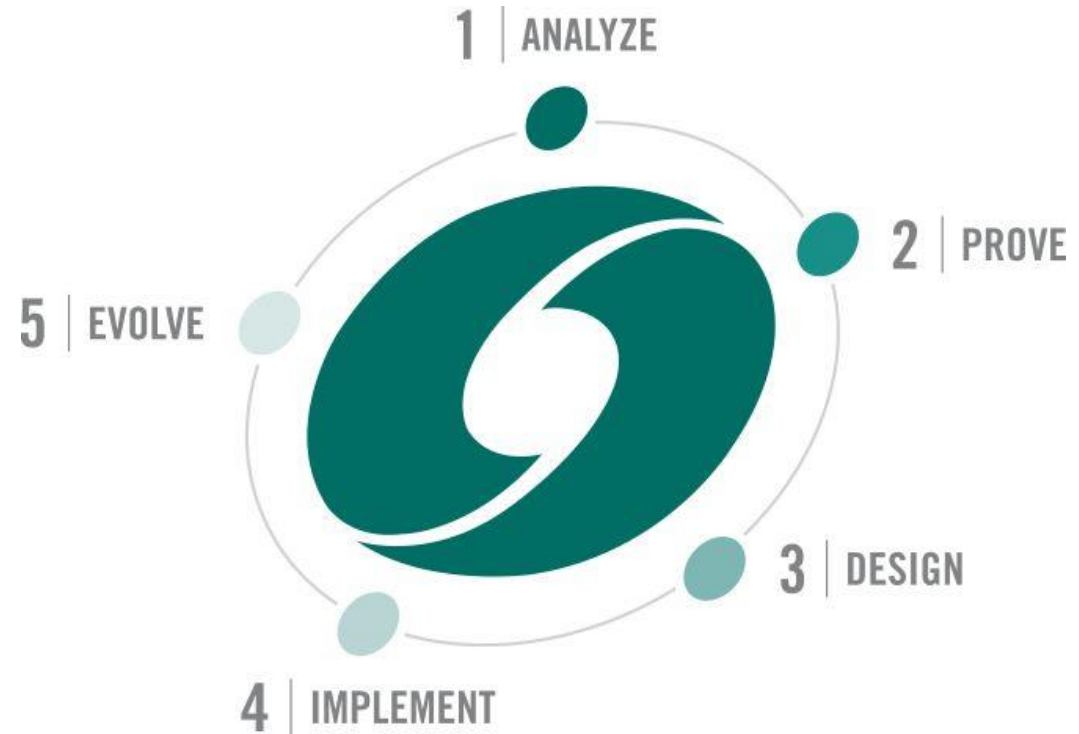
# Recycling considerations when it comes to reusable packaging

- How much sorting and separation is needed
- Understand the stream
- Proximity to recycling operations
- Product testing
- Colorant issues
- How will it be supplied
- How will the material be transported



# The Key to Getting Started – Holistic View of the Supply Chain

- Analyze
- Design
- Prove
- Implement
- Evolve



# Now is the Time To Leverage Sustainable Materials



9/10 consumers expect businesses to do more than just turn a profit.

2/3 of customers are willing to pay more for sustainable products.



88%

Percentage of customers who would stop buying a product if they learned of irresponsible business practices.



More than 3/4 of consumers expect businesses to be supporting efforts to stop climate change.

## **BUSINESS TO THE RESCUE**

71% of millennials hope businesses will take the lead on addressing key social and environmental issues.

[Source: https://onetreepanted.org/blogs/stories/eco-friendly-brands](https://onetreepanted.org/blogs/stories/eco-friendly-brands)

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