



Sustainable packaging in a shrinking world

Ian Bates – Founder, PortaBrands Ltd



PortaBrands who?

PortaBrands invent, develop and supply sustainable people-friendly packaging.

Their patented award-winning bottle, drink and food carriers can be seen all over Planet Earth!

We put people and '**cradle-to-cradle**' product design first and only promise what sometimes seems impossible.



PRESTIGE PURCHASING



Definition of sustainable packaging

Packaging that secures, protects, informs and promotes with minimal negative environmental and social impact.

Raw materials from renewable and managed sources, which can be easily recovered, recycled, reprocessed and reused within biological and industrial cradle-to-cradle life cycles.

Reduce . Reuse . Recycle

www.recyclenowpartners.org.uk



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What is sustainable packaging?

- **Biodegradable or compostable?**

- No measure of biodegradability
- The Belgian example
- Germany – Innovia research
- CEN 13432/ASTM D6400

- **Recycled vs. virgin cellulose fibre**

- If we stopped using virgin cellulose fibres the supply chain would breakdown (6-8 weeks)
- 10% over packaging better than 100% wastage

- **Cradle-to-Cradle Design**

(Remaking the Way We Make Things by William McDonough and Michael Braungart published and printed on plastic June 2003)





Observations

- **Carbon footprint vs. weight**

- Paper vs. plastic (single-use carrier bags)
- Glass vs. plastic vs. carton (liquid containers)
- Cellulose/PLA vs. plastic (film packaging/laminates)

- **Light-weighting**

- Easy win and saves cost
- More windows, better design – please!

- **Compostability awareness**

- Industrial vs. home
- Bio-plastics e.g. PLA produce CO² + methane gas because they are organic

- **Eco-labelling**

- On-pack labelling (www.wrap.org.uk)
- Other eco-icons (Fairtrade, Rainforest Alliance, FSC, PEFC etc.)





Sainsbury SO salad - NaturePlus™ bag



Compostable EN13432



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Belu Water – NatureWorks® PLA bottle

The UK's first carbon neutral bottled water

The UK's first compostable bottle made from **corn!!**

The advertisement features a central image of a corn cob on the left and a row of four Belu water bottles on the right. The bottles are shown in various sizes and are filled with water. The background is a dark blue gradient.



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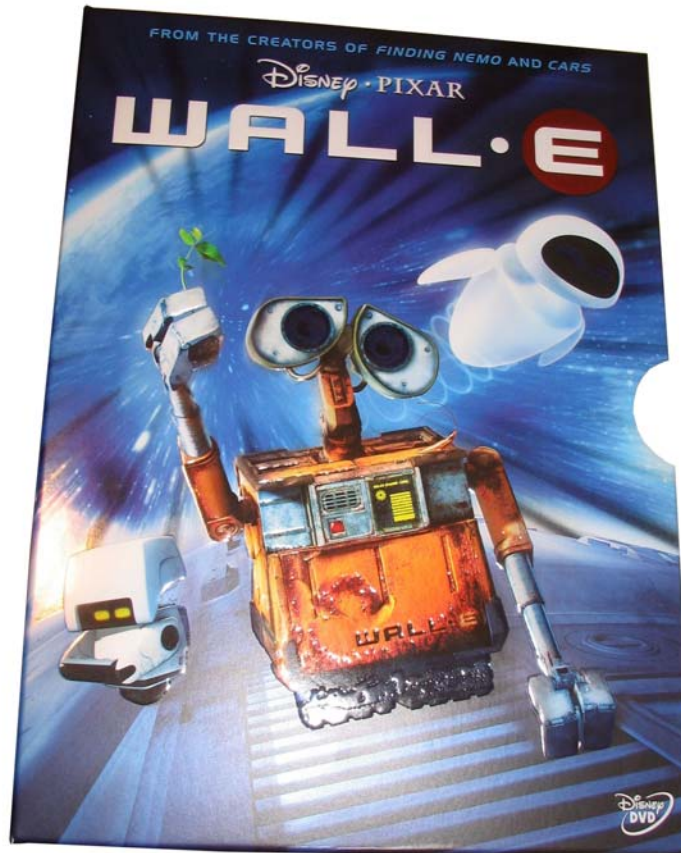


ASDA – MerryBelle Dairies GreenBottle™ cellulose pulp bottle





Disney-Pixar – new metalised biolaminate - PortaBio® from API Laminates, UK



Compostable EN13432

‘Earth (And Space) Friendly Eco-Packaging’



Leading UK food retail groups – who has a clear sustainable packaging strategy?

Retail Group	Clear strategy or policy?	Pack label information?
M&S	Yes	Most
Waitrose	Yes	Most
Boots	Yes	Most
Morrisons	Yes	Most
Sainsbury	Yes	Some
Asda-Walmart	Yes	Some
COOP	Yes	Not yet
Tesco	Not yet	Some
Somerfield	Not yet	Not yet
Musgrave Budgens	Not yet	Not yet



Final thought...

Packaging design is an integral part of sustainable product creation, supply, consumption and disposal.

To meet global sustainability goals, we need to have access to clear, unbiased information, which helps us make positive choices for the long term benefit of future generations.



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Contact information

PortaBrands Ltd
The Gallery
Minerva Centre
Burnham Road
Mundon, Nr Maldon
Essex
CM9 6NP
United Kingdom

www.portabrands.com
ian.bates@portabrands.com
Tel: +44 (0) 1621 828007
Fax: +44 (0) 1621 828004



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