



ZERO PACKAGING

ZERO IMPACT ASSESSMENT

The first step towards
your sustainable packaging solution

A black and white portrait of a man with a beard and glasses, wearing a dark sweater, set against a background of a field and hills. The image is partially obscured by a white diagonal shape.

ZERO PACKAGING

Meet one of our co-founders

Innovation is key at Zero Packaging: "We are continuously searching for new technologies with low energy consumption, which can often be found close by".

- **Jerom van Beuzekom**

ZERO PACKAGING

Climate change is a problem that requires global cooperation.

It is no secret that home delivery has increased dramatically during the pandemic, leading to an increase in disposable packaging. We reduce the negative environmental impact from production and disposal of this type of packaging for large multinationals by smarter design and local production at the most sustainable factories.





ZERO PACKAGING

We design and deliver
high quality sustainable
packaging solutions,
with ZERO impact



Zero impact



Tailor-made



15 years
experience

Our way of working



1. Impact analyse

Our designers create the most beautiful packaging but also master life cycle analyses, so we can reduce environmental impact to an absolute minimum without compromising on quality and appearance.



2. Design and delivery

We design for local and environmental sustainable production, anywhere in Europe, always close to the delivery address. We include CO₂ calculations to offset the impact on the environment.



3. Regenerate

With our partner Landlife, we compensate the biodiversity by planting trees in areas where it benefits the local community. We track growth and monitor carbon offsets.

Sustainable Design Criteria

During the impact program the complete packaging will be assessed on at least the following 6 criteria:

Litter potential

We should consider the environmental impact after the packaging has been discarded.

Recyclability

The harder the materials are to separate, the harder it will be to recycle them.

Carbon footprint

The carbon footprint could be reduced as packages are manufactured locally and with the use of fewer materials. This will be measured in kg CO₂ equivalents.

Volume

We strive to use no filling materials. By matching the design to the item, the product is already held in place.

Weight

Less materials means: cheaper packaging, more efficient transportation and less environmental impact.

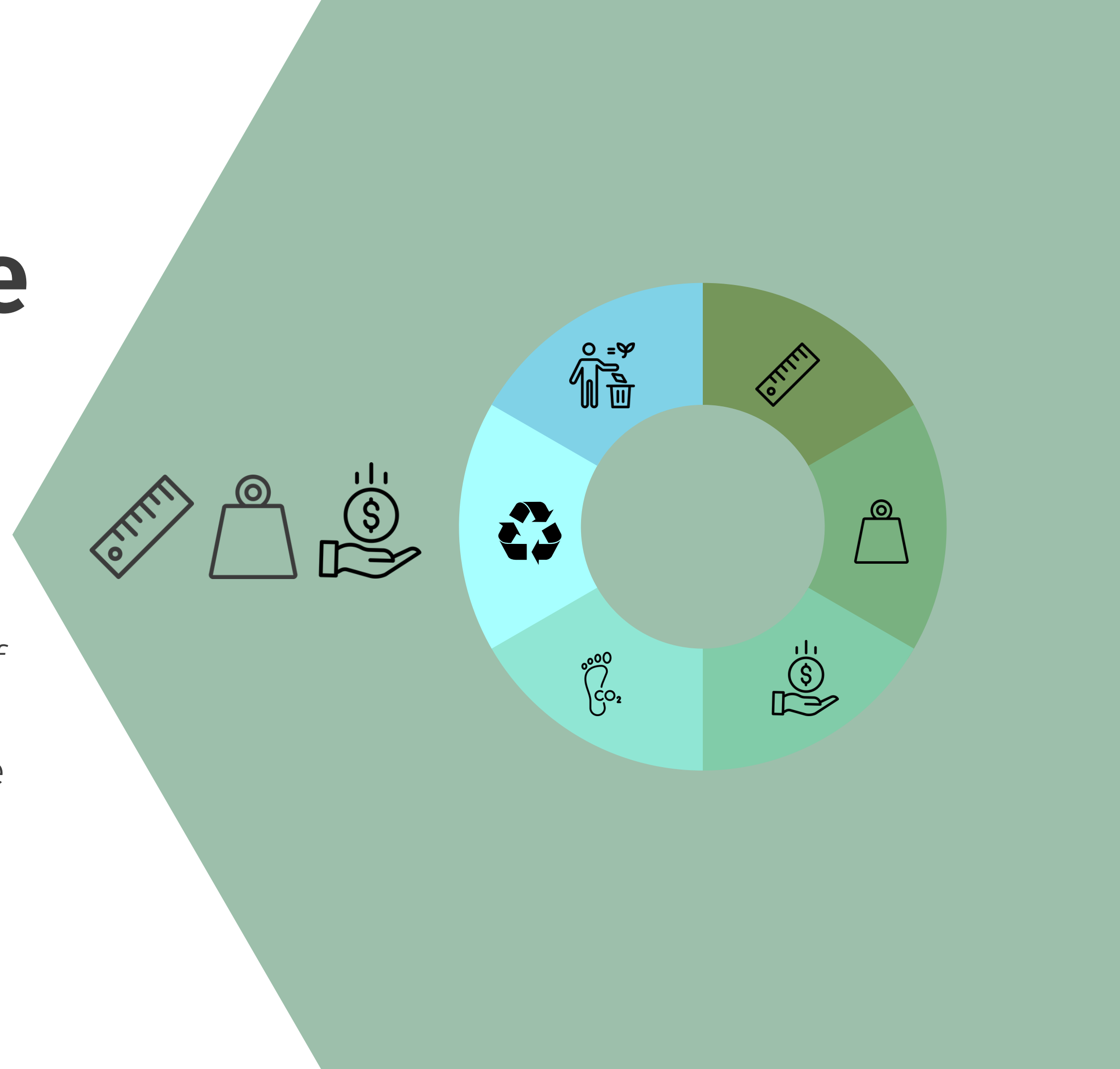
Cost

The package must be affordable. Often reducing environmental impact and reducing costs go hand in hand.



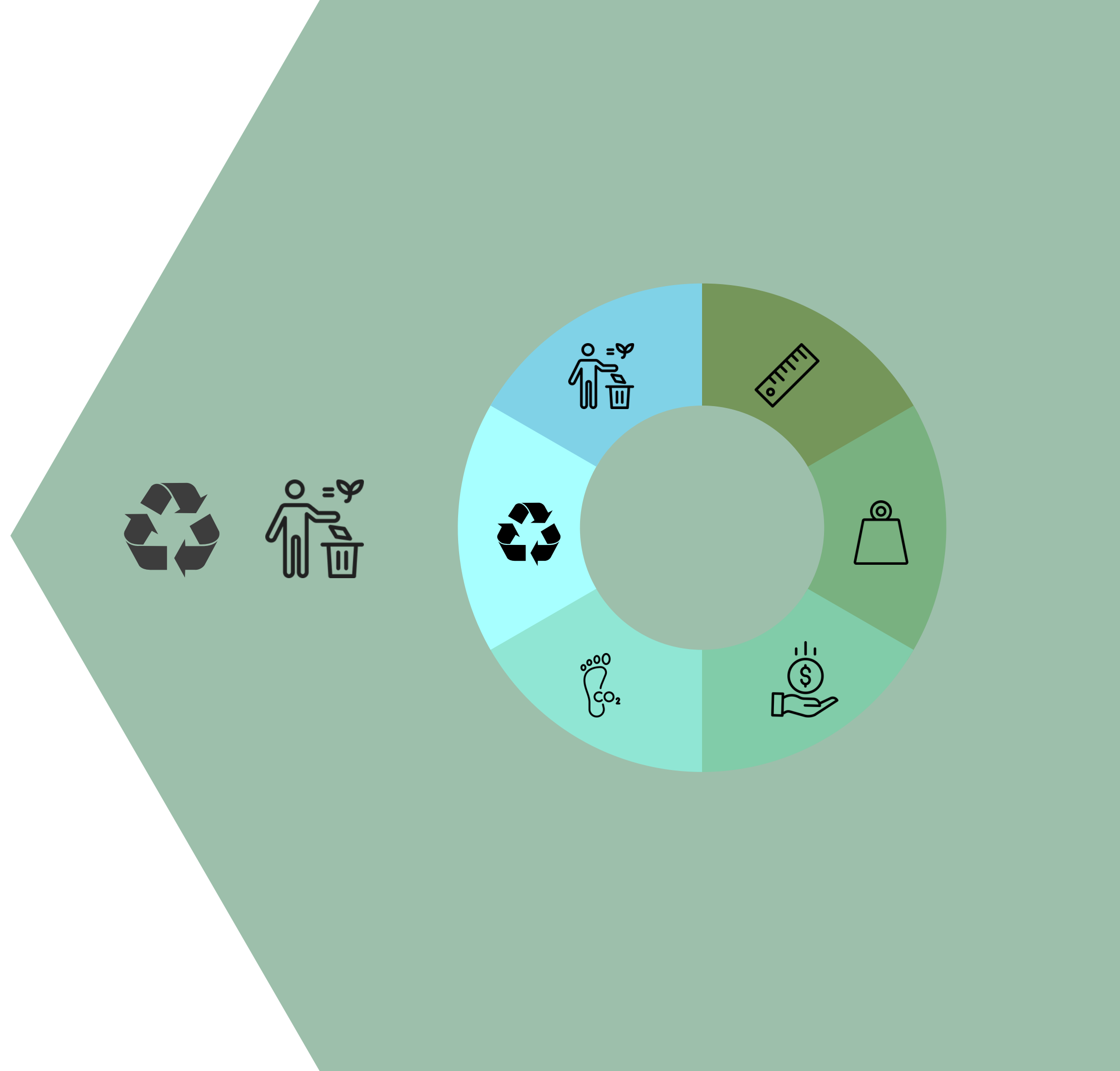
Reducing weight, volume and costs

This is a no-brainer. A simple, yet effective way to reduce the amount of waste produced. Together we rethink the packaging design, creating a more efficient design.



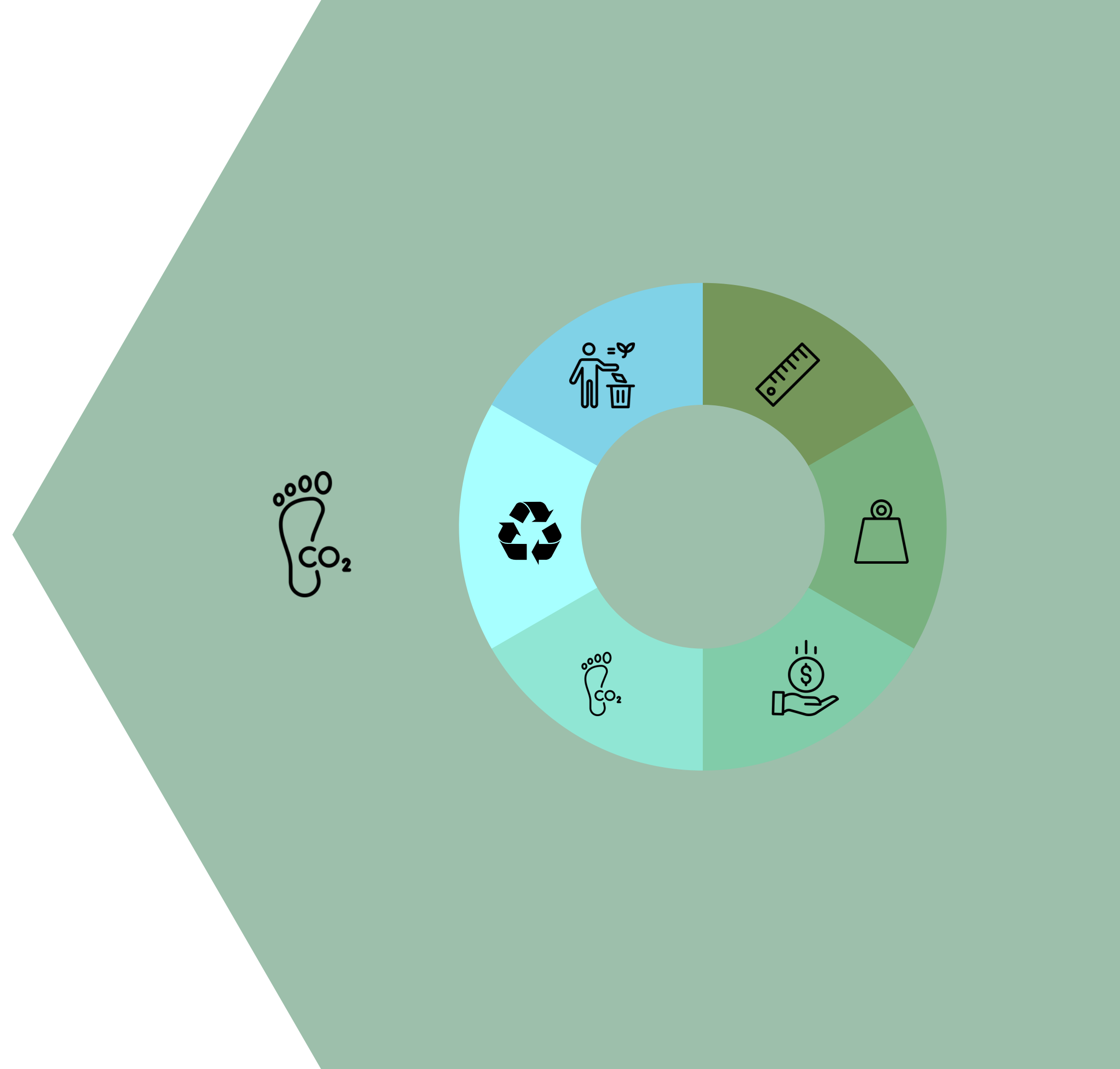
Recyclability & litter potential

We use recycled or bio-based and renewable materials from well-managed sources, to ensure the availability of materials for future generations.



Reducing the carbon footprint

Local production is preferred to reduce the carbon footprint of transportation. Therefore, we ensure that all our packages are produced in Europe at factories that are in the forefront of sustainable production.



Think globally, act locally



After optimized design and supply chain there is still some CO₂ left to compensate. Together with our partner Landlife Company, we compensate for all CO₂ by planting trees in areas that benefit the local community. Landlife makes it possible to track growth and monitor CO₂ offsetting.



31,252 trees planted



*3,450 tons of CO₂
sequestration over
40 years*



*13.39 Hectares of
restored land to
date*

ZERO PACKAGING

Most biodegradable plastics are only industrial compostable. These will not decompose in nature.

DID YOU KNOW...

The main impact driver in production is energy use. Materials made with truly green energy have a lower impact. Because Sweden largely runs on green energy, factories in Sweden have a great environmental advantage.

For certain rigid types of boxes, the carbon footprint of air transport is 47 times larger than that of sea transport.



Case Vodafone

With our sustainable design, we have reduced the carbon footprint by 41%

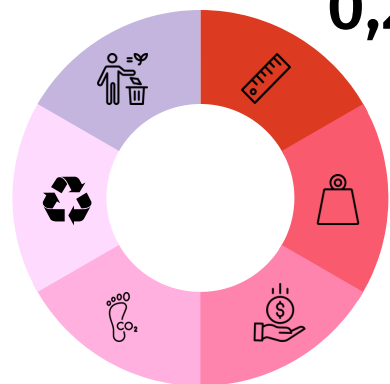
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Starting point

A corrugated cardboard box with a height of 80 mm, filled with plastic blank space and full-surface printing used.



0,2332 kg CO2 eq



02

More efficient design

Together with Vodafone, we chose to lower the height (45 mm). In addition, the plastic cutout was replaced with a corrugated piece.



**0,1980 kg CO2 eq
and plastic free**



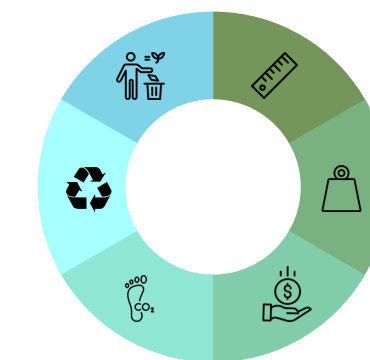
03

Sustainable design

More sustainable inks are used. In addition the surface coverage is reduced up to 20%.



**0,1375 kg CO2 eq
and plastic free**



Contact us

Interesting? Do not hesitate to contact us.

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