

ZERO PACKAGING

**5-STEPS TO A  
SUSTAINABLE PACKAGING  
THAT IS CHEAPER AND  
BETTER AVAILABLE**

Free white paper

# Terminology

To make sure we all talk about the same

## **Aseptic Packaging**

An item that has been made contamination-free can remain sterile within aseptic packaging. Can be made of various materials.

## **Biodegradable**

The ability of a material to be broken down by micro-organisms.

## **Bioplastic**

Plastic materials produced from renewable biomass sources. These sources may include agricultural by-products.

## **Carbon Footprint**

Carbon footprint is used to define the climate impact of the amount of CO2 generated to support the supply chain of a company, a product, or a component.

## **Circularity**

Systemic elimination of waste and the continual reuse of raw materials and resources.

## **Compostable**

Controlled decomposition of material in the presence of air. The majority of compostable packaging must be industrially composted.

## **Cradle to Cradle**

A product's lifecycle that can be continually recycled without material quality degradation.

## **End Markets**

The final transaction point for recycled materials. Without end market demand, materials will not be recycled.

## **Forest Stewardship Council (FSC)**

A non-profit organization that promotes responsible forest management and certifies the sustainability of forest products.

## **Frustration-Free Packaging (FFP)**

An Amazon program to reduce packaging waste by right-sizing packaging that is 100% recyclable without additional Amazon boxes.

## **Green-Washing**

A marketing scheme which misrepresents the sustainability claims of a company to appear to be more sustainable than it actually is.

## **Home compostable**

made of components and materials (including print ink and adhesives) that fully decompose into the soil within a year.

## **Industrial compostable**

A controlled process that converts organic waste into stable, sanitised products that can be used in agriculture. It occurs under certain, managed conditions (in the presence of heat, humidity and oxygen) in industrial composting plants within 12 weeks

## **Lifecycle**

A measure of time that includes raw material excavation processing, production, use, and disposal.

## **Lightweighting**

Removal of excess components to reduce weight of a product reducing the amount of energy required to produce or move it. Lightweighting also reduces the amount of resources required in production.

## **Materials Recovery Facility (MRF)**

A plant that accepts, separate, and prepares recyclable materials to be sold to end-user manufacturers.

## **Micro plastics**

small pieces of plastic debris in the environment resulting from the disposal and breakdown of consumer products and industrial waste.

## **Ocean Plastic**

Plastic waste collected within certain distances of waterways. This is not material collected directly from the ocean.

## **Plastic Bag Ban**

Laws enacted to reduce the amount of plastic waste littering streets, beaches, and neighbourhoods.

## **Post Consumer Waste (PCW)**

Material collected from the waste stream generated by the end consumer.

## **Recyclable**

Product or material that can be collected, separated, and processed to be used as a raw material.

## **Recycling**

The collection and reprocessing of materials to be used again.

## **Recycling Code**

Material identification numbers, for example #1PET.

## **Recycled Content**

Material that has been processed for reuse that includes post-industrial and post-consumer content.

## **Reusable**

Item that can be reused without alterations and follows established local requirements for reusability.

## **Sustainable**

Delivers benefits required today without detriment to the environment of tomorrow.

## **Waste**

Disposed unusable materials. Cannot be recycled, reused, or identified as a valuable secondary market resource.



# 1.

Discuss the design briefing, including brand goals and how this relates to sustainability, packaging and the supply chain. ZeroPackaging will execute an impact analysis of the existing packaging and will study if a packaging free supply chain fits the solution (or with a highly reusable packaging).

For inspiration on the brand goals we recommend to view these video's  
<https://www.youtube.com/watch?v=UDTCC-uyJF0&list=PLzKJi2GjpkEFsV13D3WPm5s6tZVkvKJ1->



## 2.

Structural Packaging design & development; Eliminate fossil based materials, choose sustainable materials and create a superb unpacking experience. Reducing packaging size and weight by smart design result in lower cost but it also helps to keep the packing process lean & logistics optimal. In this stage we continuously calculate and visualise the environmental impact of the different designs and the impact in the supply chain so the brand owners can make validated decisions on sustainability.

Aside from custom made packaging we have some quick wins like 100% paper based tape and 100% paper based envelopes all 100% CO2 neutral (if desired with cushioning and water repellent).



# 3.

Here again, the design is in the details. Together we select or develop the perfect paper and work with the artwork design team to create an outstanding print with its finishes (embossing types / ink types / foil types / varnish types / etc.), always making sure the selected materials are available in time for launch and delivery.



# 4.

Supply chain planning and optimisation; Localised production at factory using green energy. Reduce lead times by raw material planning, production capacity planning and local warehousing.



# 5.

To close the loop, we compensate impact of the products we supply by planting trees in desertified areas, this compensates CO2, creates biodiversity and help the local community.



**LAND LIFE**  
COMPANY

# What we can achieve



## **Holistic design**

Starting with a good briefing of the brand goals and how this relates to sustainability, packaging and the supply chain will ultimately result in better packaging and lower costs.



## **Local**

Localising production, also reduces costs because we design products that can be made automated and because we cut away transport costs that are heavily depending on fossil fuels.



## **Regenerate**

Reducing packaging impact also reduces costs because less materials are needed and the materials sourced are locally available, increasing reliability in the supply chain.

# Contact us

Interesting? Do not hesitate to contact us.

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