

# Sustainable Packaging

It's not a Trend,  
It's a Consumer Expectation



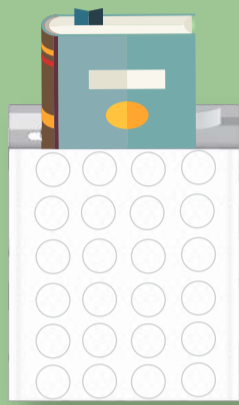
## Decrease Packaging

Consumers are increasingly frustrated with receiving overpackaged products

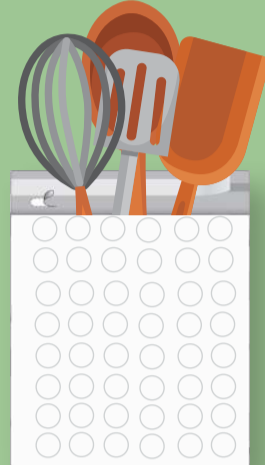


## Right-size Packaging

Your packaging needs to fit your product while protecting your product. Pack your item to make the least impact.



1/2" bubble is best to protect edges & more fragile items



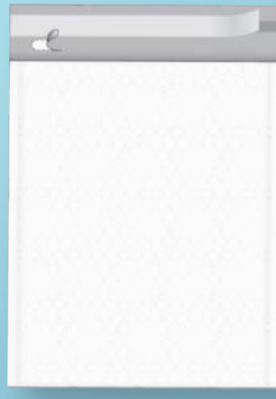
Standard bubble is best to protect items that need a little extra protection



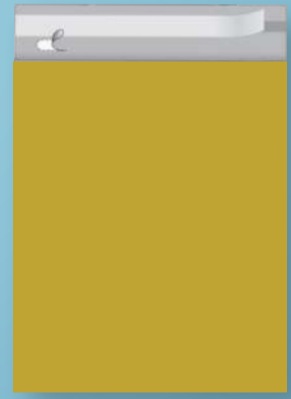
Flat poly is best for soft goods

## Recyclable Packaging

After decreasing the amount of packaging you are using, make sure it's 100% recyclable



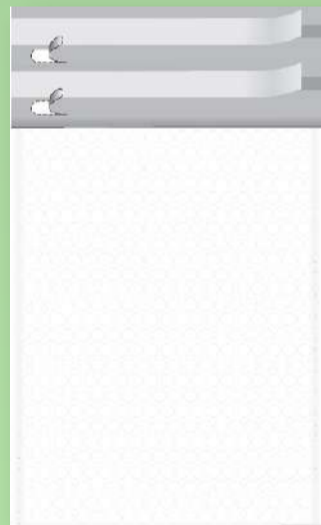
Most poly mailers are 100% recyclable, confirm with your supplier.



Kraft paper bubble mailers are not recyclable because they are made with mixed materials

## Reusable Packaging

Dual Peel and Seal Mailers make returning product and reusing mailers easy



## Made of Recycled Content

Mailers made of recycled content produce less of an impact on the environment and are 100% recyclable.



These poly mailers are grey in color due to the recycled poly used

## Clear Messaging

Consumers want to know that your packaging is sustainable. Print your package with a clear recyclability message, the recycled content it's made up of, and a How2Recycle label.

For more information on the How2Recycle label please visit <http://www.how2recycle.info/join>



This bag is made of up to 50% recycled polyethylene and is recyclable

By following these sustainable packaging guidelines you will be promoting the importance of

# Reduce, Reuse, Recycle