

# PACKAGING EPR LEGISLATION -

## *PRIVATE SECTOR PERSPECTIVE*



**Caroline James**

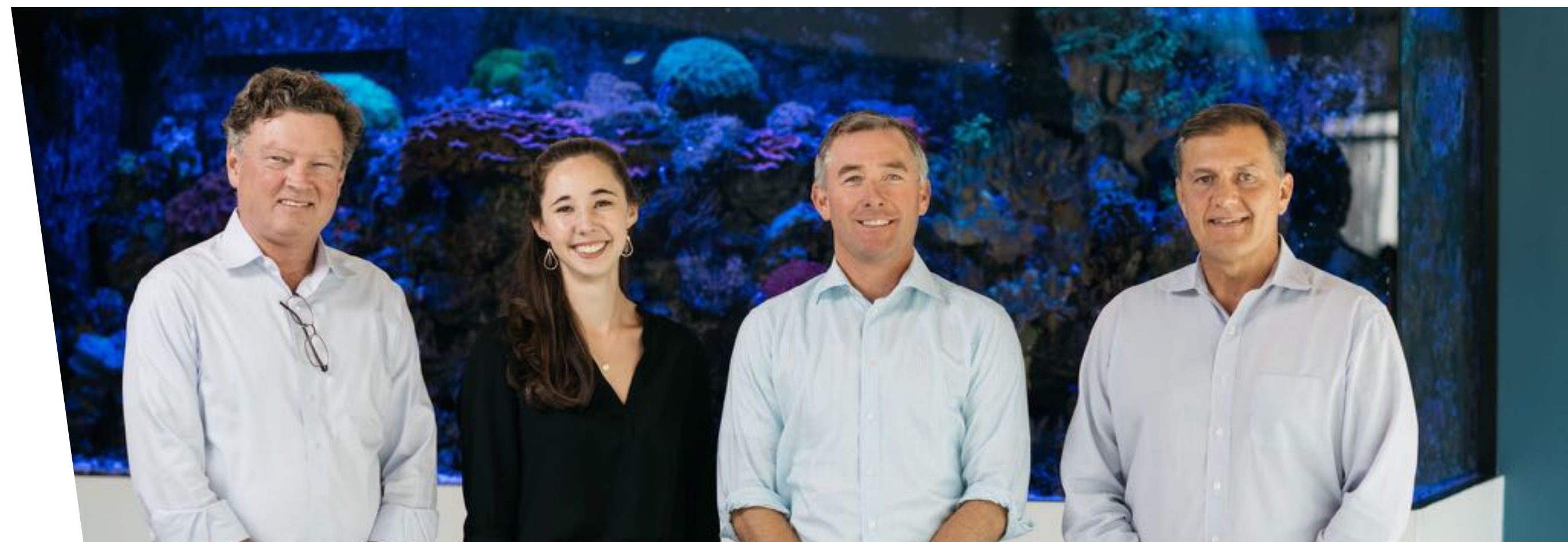
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# 2022 ATLANTIC PACKAGING

- Independently Owned for **Over 75 Years**
- \$1 Billion In Sales
- About 70% packaging distribution, 30% value-added services such as converting & printing
- \$60 Million in Packaging Equipment Sales
- Nationwide Equipment Support with 40+ Field Service Technicians
- Core Competencies - Critical Applications Packaging, Automation, Paperboard & Corrugated Converting, Printing & Graphics
- State-of-the-Art Film Lab w/ Polymer Chemist & Food Scientist
- 1500+ Employees
- 35+ U.S. & International Shipping Locations
- Leader in Consultative and Technical Solutions for Packaging Problems





# WHY ATLANTIC *SUPPORTS EPR*

- Levels the playing field for the businesses that are already reducing packaging materials and using more circular materials
- Prompts innovation toward more circular materials and light-weighted packaging
  - Can choose to see legislation as a risk or an opportunity: we see it as an opportunity since **we know consumers want sustainable packaging**
- Inject capital into improving recycling and composting infrastructure
- Harmonize recycling system and improve consumer education so brands can mitigate reputational risk
- Help brands get valuable materials back





# CONSUMER PREFERENCES

- **Ocean Plastic Awareness**
    - 65% of consumers associate **plastic** with **ocean pollution**
  - **Non-Sustainable Packaging Awareness**
    - 80% of customers **bothered by oversized** e-commerce packaging
    - 1/3 will **avoid a retailer** utilizing non-recyclable packaging
  - **Consumers Demand Sustainability**
    - 68% are **more likely to purchase** from brands that offer **plastic-free packaging**
  - **Preference For Fiber-Based Packaging**
    - 77% of consumers perceive **plastics** to be the **least environmentally-friendly** packaging material
    - 66% believe **paper/cardboard** packaging is **better for the environment**
  - **Consumers Will Pay More for Sustainability**
    - 74% would pay more for sustainable packaging
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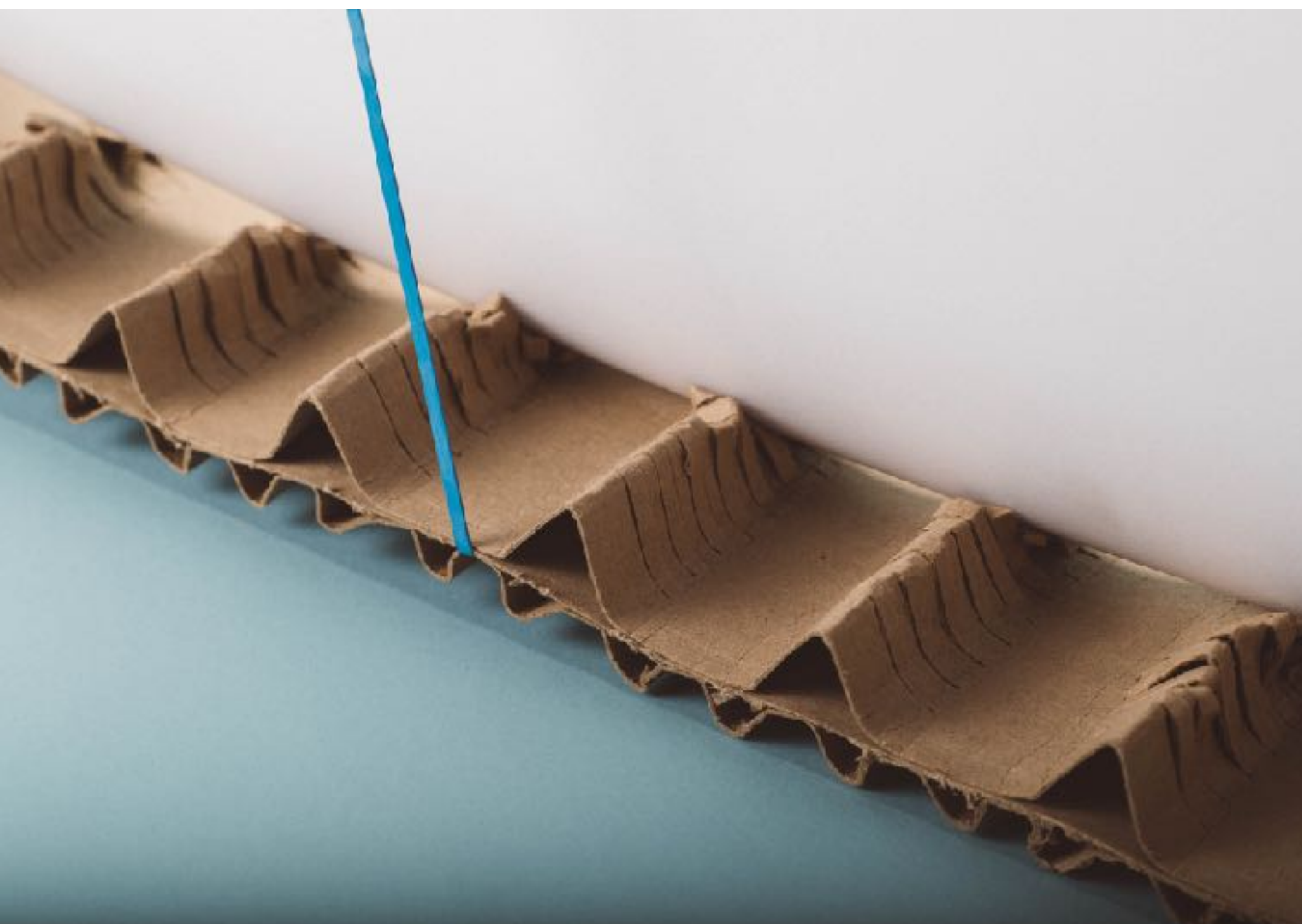
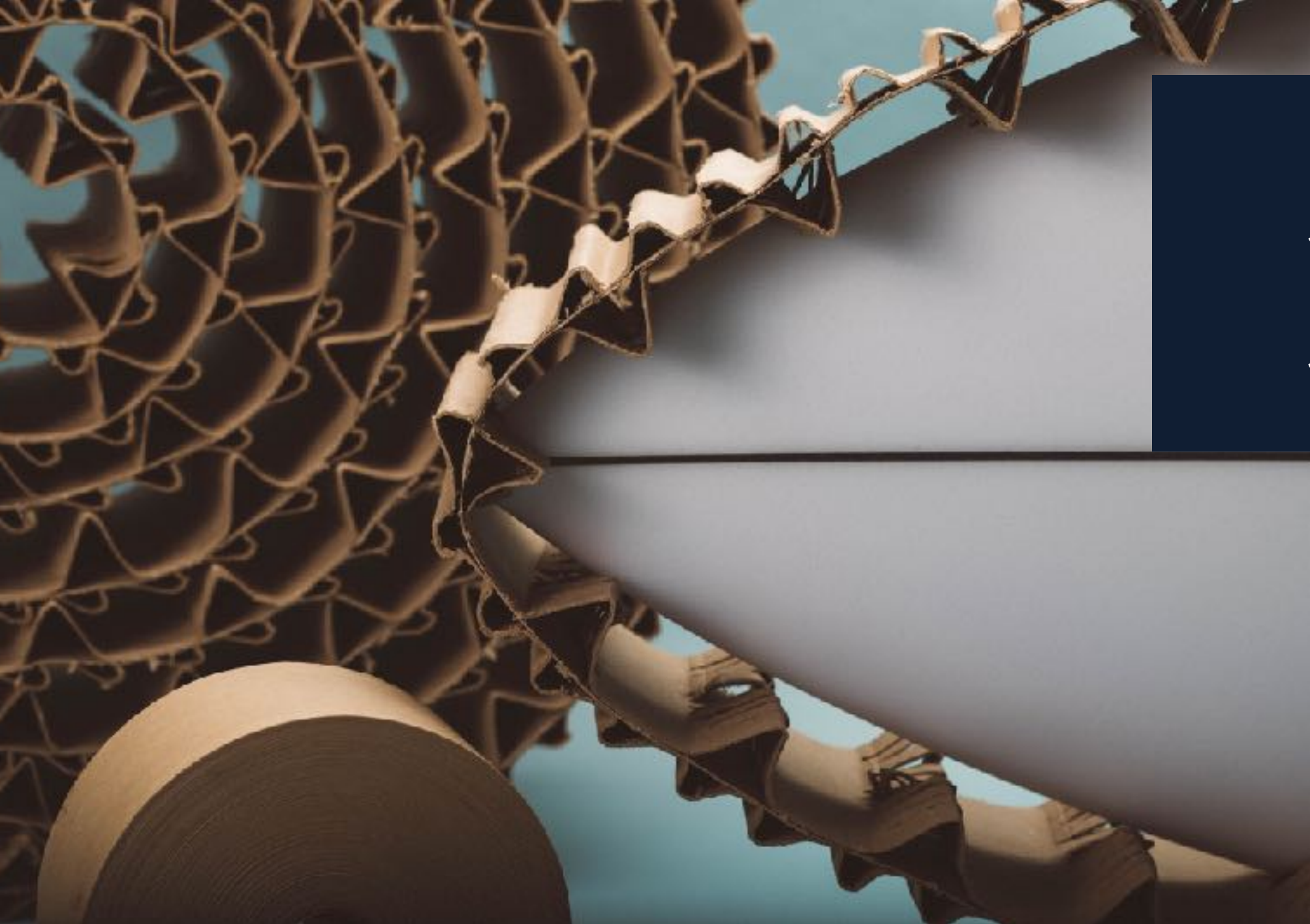
# SURFBOARD PACKAGING

*Current State*



# SURFBOARD PACKAGING

*Sustainable Alternative - S3 PRO*



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# QUESTIONS & CONCERNS

## *WE HEAR FROM BRANDS*

- Will we get credit for the packaging reductions we've already made?
- Government doesn't know enough about packaging to know which packaging is most harmful; they're just targeting single-use plastic
- We'll be short-sighted about sustainability goals (e.g., increasing net weight of package just to add PCR; increase food waste with compostable packaging)



## *ADDITIONAL* **CONSIDERATIONS**

- Some companies and brands are still unaware of EPR
- I have not had a brand respond to EPR saying that increasing cost was a concern
- Packaging industry could theoretically push back because they want to sell as much packaging as possible
  - But notice that that's not our position. We realized we could bring greater value to our customers by providing consulting about how to use less, so we do
  - Packaging companies may transition to being more like usL more consultative, more testing, more finding the packaging that allows you to use the least amount possible to get the job done
- We are hesitant about chemical recycling in plastics-to-fuels applications, but could be supportive if CR is necessary to create food-grade PCR, for example, or to recycle textiles



# APPENDIX

# ***IF YOU CURRENTLY USE THIS...***

Poly Mailer

Bubble Mailer

Poly Garment Bag

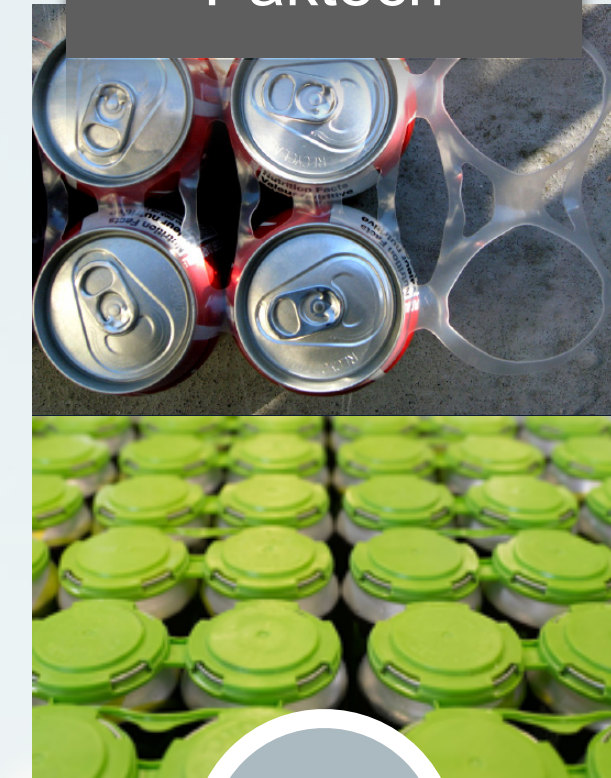
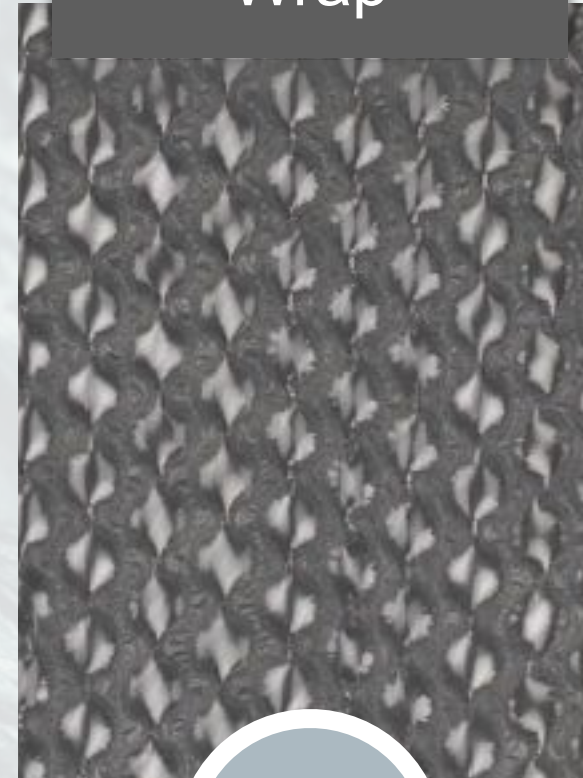
Bubble Wrap

Bubble Wrap

Air Pillows

Foam

Hi-Cone or Paktech



ProAmpac Paper Mailer

EverTec Padded Maier

Vela Bag

Geami System

Flexi-Hex Air

FillPak TT System

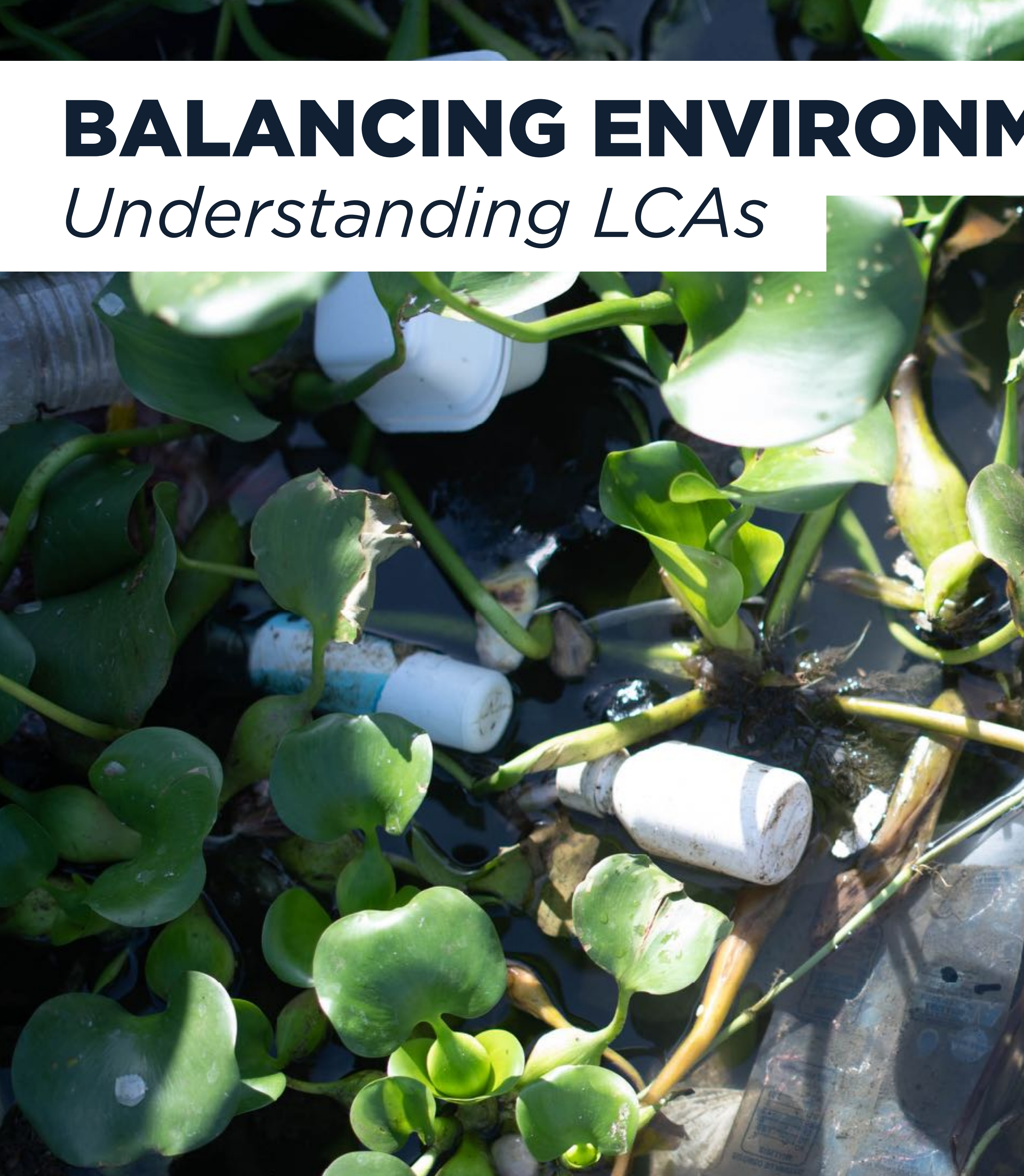
PadPak System

Fishbone Carriers

# ***...MAKE THE SWITCH TO THIS!***

# BALANCING ENVIRONMENTAL IMPACTS:

## *Understanding LCAs*



- Life Cycle Assessment (LCA) is a scientific method to model the environmental impacts of a product or package through its life – usually from creation of the product from raw material to its disposal
- A way to take inventory of the environmental impacts of each stage of the value chain and then add them up across impact categories (e.g., GHG emissions, water use, and fossil fuel depletion)
- LCAs aren't perfect: they're models and they typically don't include impact of waste, especially litter into the environment
- Rare that one package is better than another across all impact categories (e.g., paper often has a higher GHG footprint than plastic, but paper has lower waste footprint) – ***so how do you decide which packaging type is best?***