

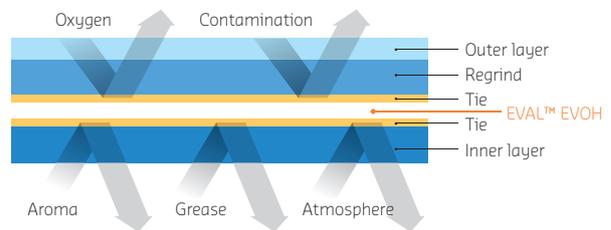
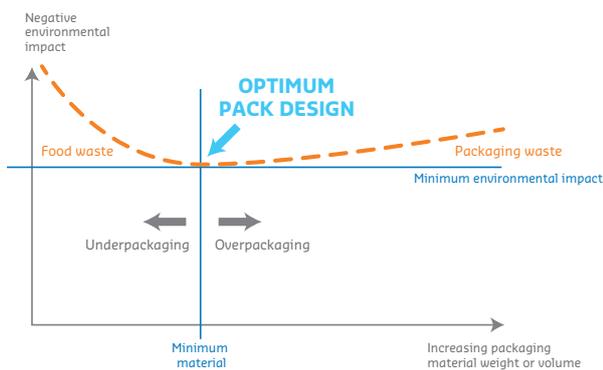
Optimise your packaging:
More function, less waste



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Food is a terrible thing to waste

The role of packaging is to make sure that the value inside reaches the consumer, with all its freshness and quality intact. Wasting food generates its own environmental impact, but also wastes all the resources used to grow, process, package and transport the food as well. The trick to optimising packaging design is to find the perfect balance between protective function and minimum material use. To be truly effective, a wide view of the entire product life cycle is necessary. Ideally, the materials themselves should have low environmental footprints, but not solve problems at one life cycle stage only to create different problems at another.



Making better packaging with EVAL™ EVOH

EVAL™ packs a lot of performance into tiny amounts of material, adding vital barrier function to the entire package. Blocking oxygen permeation is usually the first thing that comes to mind. But EVAL™ also maintains aroma and atmosphere, while blocking grease permeation and outside odours and contamination like MOSH/MOAH mineral oils. Optimised packaging in six simple life cycle steps:

- **Renew:** EVAL™ can add the barrier function renewable sources like biopolymers and paperboard. In the future, EVAL™ itself may be made from non-food source renewable raw materials.
- **Reduce:** A barrier stand-up pouch offers the same function as glass, metal or hybrid structures, but with much less material. 1mm of EVAL has the same barrier as a 10-metre wall of LDPE. Only a few µm are necessary.
- **Conserve:** While the material footprint of EVAL™ is low itself, its main contribution is the avoidance of both food and packaging waste. Further savings come from conservation of energy during processing and distribution.
- **Reuse:** With its main conservation job complete after initial use, many plastic structures can be reused for other purposes.
- **Recycle:** EVAL™ will not disrupt plastic recycling streams. Many thicker sheet and bottle applications usually include a structural regrind layer that mixes polyolefins and EVAL™.
- **Recover:** EVAL™ is an effective use of raw materials. After all the benefits provided in the product life cycle, EVAL™ provides safe energy recovery without chlorine or metal residue, releasing only water vapour and CO₂.



MOSH/MOAH barrier



MAP



Barrier for renewables



Bag-in-Box