

Take a fresh approach with eco-friendly paper packaging

Rethinking the design of the most commonly produced packaging products can bring tremendous environmental benefits - think simplified ink systems, minimised waste and reduced production downtime. Switching from plastic packaging to paper-based alternatives is a growing market trend and with it requires different inks, coatings, and adhesives to achieve optimum performance.

So, what's driving the agenda for paper packaging, what does this mean for suppliers, and how can our solutions help?

Take a look to find out more.

A brief backdrop to sustainability in paper packaging...

The European directive on single-use plastics has set out to eliminate single-use plastic by

2025



The rise in consumer awareness regarding the harmful effects of plastic on the environment is helping the growth of the paper packaging industry¹

The rapid growth of online shopping and delivery-on-demand services has fuelled the usage of cardboard and paper-based bags²



Every year **46 million tons** of paper/board packaging waste is produced and only **68.2%** gets recycled



An increase in end-user demand in some applications has significantly expanded the scope of paper packaging

Paper packaging's high levels of natural, renewable and recycled materials means it is well positioned to meet many of the common sustainability targets



Advantages of paper packaging:

- Biosourced
- Biodegradable
- Easy to recycle
- Reusable
- Positive public perception

Driving brand owners and converters to seek products from suppliers that are...



Transitioning from plastic to paper or moving away from multimaterial structures towards mono-material structures



Making paper packaging more recyclable by replacing plastic layers

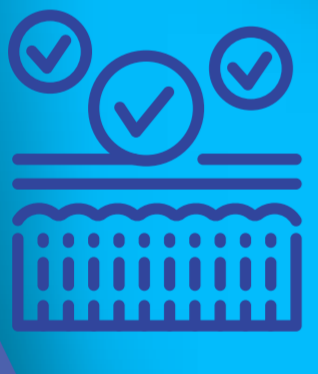


Increasing the use of biosourced materials to reduce the use of fossil-based materials

More sustainable across a broad spectrum of applications. Including solutions that are:



- Lightweight
- Biosourced
- Biodegradable
- Recyclable



Delivering similar sustainable benefits to the fibre based properties of the packaging itself



Using paper and fibre based packaging in place of plastic packaging

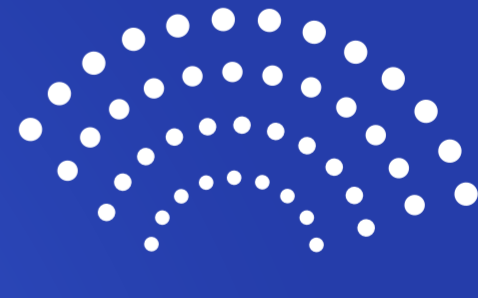
And we've got the solutions right here...



Inks suitable for direct food contact (particularly for use on paper-based straws) that can be recycled
SunVisto® AquaSafe



Inks based on naturally derived and biorenewable materials, that produce approx. **1.1kg less CO₂ per kg** of ink used compared to conventional water based inks...
... that's over a **33% CO₂ reduction**, equivalent to about **700,000 tons per year** with full adoption
SunVisto® AquaGreen



Varnishes that replace the PE layer and enable standard paper disposal with complete repulpability, and open the option for compostability
SunStar and **SunSys™**



Paper solutions that incorporate Direct Food Contact (DFC) barrier varnishes to replace plastic

Sun Chemical is committed to contributing to a more circular economy and is dedicated to supporting the paper packaging industry to become more sustainable, in terms of products and processes. Whether it's bio-renewable, recyclable or compostable, we're ready to help you create paper packaging that's fully customisable and highly sustainable.

Let us help you to take a fresh approach to producing eco-friendly paper packaging.

SunChemical®
a member of the DIC group

