

# Packaging the Earth Can Live With

We All Know We Need to Reduce Our Reliance on Plastic



Unfortunately, plastic packaging makes up nearly half of all plastic waste generated globally, and less than one-fifth of it is actually recycled.

Consumer demand for an alternative to plastic is at an all-time high. Brands, retailers and packaging suppliers are all struggling to meet that demand and the earth is craving a better solution.

## But current alternatives to plastic make significant tradeoffs:



### GLASS

The production of glass requires non-renewable raw materials and extensive amounts of energy. Glass containers are heavier to transport and prone to shattering, decreasing the efficiency of the material.



### ALUMINUM

Though aluminum cans are easier to recycle, the carbon emissions created during production are higher than that of plastic and is associated with mass land degradation and local biodiversity loss. These cans can also take hundreds of years to decompose.



### LINED CARDBOARD

While some lined cardboard can go into commingled recycling, products that cannot separate lining from paper must go into the trash. This includes cups, some beverage and food cartons, glossy gift bags and wax paper.<sup>1</sup>

<sup>1</sup> Scarsdale Conservation Advisory Council, *Recycling Part II (Paper and Cardboard)*, Dec 2018

## Ecologic Takes a Hybrid Approach to Paper Bottles and Containers

Ecologic leverages recycled paper and recyclable plastic to create a hybrid bottle that protects the product inside, but uses much less plastic than legacy alternatives. Separating the lining from the cardboard, rather than fusing them together, allows Ecologic containers to be seamlessly and intuitively recycled. Press the seams or pop the tabs to separate, and throw the paper and plastic components into their respective recycling bins.



## Mechanically Connected. No adhesives to gum up the recycling process.



For additional information, visit [ecologicbrands.com](https://ecologicbrands.com)

# Closed Loop Recycling

In an environment of heightened awareness and scrutiny into sustainable packaging, Ecologic's Closed Loop manufacturing platform offers CPG brands and retailers unmatched visibility and control into the lifecycles of their product packaging. Ecologic works with brands and retailers to capture their own recycled material, then processes and remolds that material into fresh packaging.



**SORTED PAPER WASTE  
ENTERING PULPER**



**PAPER WASTE BREAKING  
DOWN INTO PULP FORM**



**PULP TRANSFORMED  
INTO DESIRED SHAPE**

For additional information, visit [ecologicbrands.com](https://ecologicbrands.com)

## Meaningful Sustainability Gains



### | PLASTIC REDUCTION

Uses up to 60% less plastic than the typical plastic container of the same size.



### | RECYCLABILITY

Designed for optimal recyclability with interlocking tabs, no glue, and separate components.



### | ALTERNATIVE RESINS

Inner liner is resin-agnostic and works with different blends of plastic.



### | IMPROVED CARBON FOOTPRINT

Reduces carbon footprint up to 70% through nested shells that can be stacked in transit for maximum volumetric efficiency.



### | WASTE REDUCTION

Produces 59% less solid waste when compared with plastic bottles of the same size.



### | ENERGY CONSERVATION

Consumes 48% less energy during manufacturing when compared to plastic bottles of the same size.

## Powerful Consumer Experience



### | WATER CONTACT SAFE

Ecologic products retain the structural integrity of traditional packaging formats allowing for use across homes, gardens, workshops or offices.



### | INTUITIVE END-OF-LIFE

To recycle, insert thumbs into seams, separating the shell and liner from each other. The paper and plastic pieces can then be recycled in their respective bins.



### | BLENDS IN AT HOME

Natural fibers from the recycled contents of the product leverage warm, neutral tones, allowing a seamless blend into any home.

For additional information, visit [ecologicbrands.com](https://ecologicbrands.com)

## Available and Scalable

The only commercially available hybrid paper packaging product on the market

- Capacity Currently available in North America and Europe
- Recent \$25M capacity and automation expansion investment
- Proprietary integration equipment for high-volume fill lines
- On-site and co-location assembly options
- Roadmap for expanded Ecologic sizes and shapes
- Custom container designs available



## Reimagine Your Product Portfolio

Ecologic hybrid paper technology provides CPG brands with a powerful new packaging format that prioritizes the use of recycled material and plastic reduction. Paper tells your customers, stakeholders and employees that you are listening. That you are doing your best to leverage packaging that the earth can live with. Our mission is to grow the Ecologic platform and transform the CPG landscape with hybrid paper bottles, jars and tubs of all shapes and sizes. Contact us today to learn how your product families can transition into Ecologic formats.

## Getting Started with Ecologic



### | STOCK CONTAINERS

Several Ecologic formats are currently available for commercial production and have been vigorously tested to perform throughout the supply chain. Boost your brand profile with eco-friendly packaging that resonates with customers.



### | CUSTOM DEVELOPMENT

Custom development is available for partners seeking something to match their exact brand. Custom projects are collaboration-based and clients are always consulted and informed through all stages, including design, prototyping testing and launch.

For additional information, visit [ecologicbrands.com](https://ecologicbrands.com)