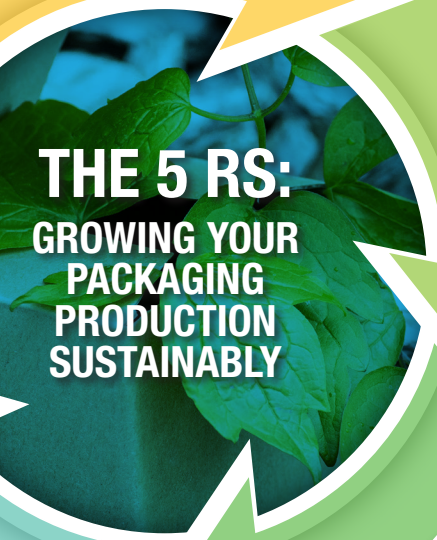
THE 5 RS:
GROWING YOUR PACKAGING PRODUCTION SUSTAINABLY



REUSE

Plastic's lack of biodegradability is an environmental challenge – but its durability can be a strength

Packaging that can be reused multiple times provides significant environmental benefits

Inks and coatings are available that are robust enough to survive multiple reuses

REDUCE

By reducing the structure, size, and weight of packaging ('lightweighting') converters can reduce materials, costs, and their environmental impact

Color management tools (such as ECG printing) can reduce waste and press downtime enabling full digital color management from design to press

RENEW

Replacing fossil fuel-derived packaging with bio-renewable alternatives translates into immediate CO^2 emission reductions

There is now a rapidly growing range of responsibly sourced bio-renewable inks and coatings available

RECYCLE

There is a continuous market push for valuable resources to be recycled, preventing packaging from ending up in landfill, waterways and oceans

Deinkability is crucial to packaging recyclability and this can be achieved by using inks and coatings that wash off without color bleeding

Compost-ready inks, coatings and adhesives further aid recyclability

REDESIGN

Clever packaging design can be achieved by:

1. Using conventional non-biodegradable plastic designed to be re-used multiple times

2. Using protective barrier coatings designed to simplify recycling processes and ensure a longer shelf life of products

3. Swapping full petrochemical-based inks for bio-renewable alternatives

4. Switching from plastic packaging to paper-based

For further information, visit: sunchemical.com/sustainability

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