

DECEMBER, 2021

# OUR GREEN PACKAGING PROJECT





# Market trends & needs

## Reduce. Reuse. Recycle.

These are the key words behind the packaging trends.

More and more consumers, as well as companies and businesses, pay attention to green issues, directing their interest (and especially their purchases) towards realities that make environmental sustainability a priority choice, even at the level of communication.

Packaging and its characteristics are among the main elements that condition the purchase choices: the product is sustainable if its packaging is recyclable or if it is made with recycled material. As a result, the brand reputation of a particular brand or company will also be affected, positively or negatively.

In an increasingly environment-sensitive context, in order to meet the needs of a particularly careful and scrupulous market, the choice of eco-sustainable packaging materials with a reduced environmental impact becomes essential.

# Our solution. Let's go **green**!



## ECO-FRIENDLY AND ECO-SUSTAINABLE PACKAGING PRODUCTS

PACKAGING WITH HIGH QUALITY STANDARDS AND  
CUSTOMIZABLE THROUGH DIFFERENT PRINTING  
TECHNIQUES, WHICH WILL ALLOW YOU TO LIMIT THE  
ENVIRONMENTAL IMPACTS IN COMPLIANCE WITH ALL  
THE GUIDELINES AND STANDARDS REQUIRED  
FOR SUSTAINABILITY.

# Our solution.

## Let's go green!

### **AMERICAN BOXES, CORRUGATED BOARD AND DIE-CUTTING OF CARTOROBICA SPA**

The primary objective of CARTOROBICA SPA is the continuous improvement of the product, service and innovation, minimizing any negative impact on the environment.

The company is very sensitive to the issue of sustainability, in this regard has drawn up an internal policy for quality and environmental management.

The Cartorobica Quality Assurance Service also has a laboratory equipped for tests and checks on the entire production process, from the receipt of raw materials to the finished product.

Specifically, the production of different types of corrugated board allows product diversification based on the papers that are used, the weights and the type of wave. Depending on the specific need, the cardboard sheet with the most suitable composition is produced.

All carton packages are FSC certified, then made with forest materials, from responsible sources.

### **EcoHIT19 and KH80 ADHESIVE TAPES**

Produced by Magis S.p.A. with 85% high quality recycled plastic and Hot Melt glue composed by adhesive raw materials based on rubber and synthetic resins, ecoHIT19 adhesive tapes are available both with standard weight and with increased glue to ensure high performance in terms of adhesion and mechanical strength.

Made with polyester support, they can be printed on colored or neutral funds through sandwich technique that ensures better quality, protection and invariability over time. KH80 Adhesive Tapes are also produced by Magis S.p.A. in 100% recycled Kraft paper, with Hot Melt glue composed of adhesive raw materials based on synthetic rubbers and resins. The only customisable adhesive tape, with European certification, that can be disposed of together with paper.

# Our solution.

## Let's go green!

### **PAPERPLUS® AND AIRPLUS® PLURIBALL BY STOROPACK**

Flexible, stable and innovative. Ideal for filling in empty spaces, protecting products from shocks and blocking goods during transport, to prevent damage.

The PAPERplus® bundles of paper, made of 100% recycled material, are ideal to protect products in a completely eco-sustainable way and allow those who receive the goods, to insert all the packaging, during elimination, in a single recycling container. The PE film AIRplus® 100%, also composed entirely of recycled material, is ideal for companies that aim to respect the environment.

The production process of 100% AIRplus® helps to reduce greenhouse gas emissions by 30% and water consumption by 57%.

Both eco-sustainable solutions are customizable, choosing the color of the material or printing a customization or printing the company logo.

### **PRODUCTS MADE OF PET OR A-PET BY BLISTER SERVICE SRL**

Rigid polyethylene terephthalate films, made from 100% post-consumer plastic, regenerated and put back on the market. In particular, PET rigid films are of high quality and are produced according to a sustainable innovation concept, through procedures that aim to reduce the carbonfoot print or carbon footprint.

In particular, PET thermoforming coils can be used to obtain various types of blisters, heat-sealed containers and other packaging solutions.

They are used in various sectors, ranging from cosmetics to pharmaceuticals, up to large-scale retail.

Blister Service S.r.l. strongly believes in the circular economy and is committed to the realization of products with zero impact objective.

# Our solution.

## Let's go green!

### **FSC® PAPER SELF-ADHESIVE LABELS, A GREEN SUPPLY ARCA ETICHETTE SPA**

Neutral labels in paper certified FSC®, which guarantee the environmental, social and economic sustainability of materials, coming from forests protected by international regulations and also with 100% recycled paper.

Environmental focus is a prerequisite. Arca also designs "sustainable" labels, made with innovative ecological materials of organic origin, or compostable, using increasingly eco-friendly printing techniques to minimize the impact of packaging on the environment.

As a Benefit Company, it formally undertakes to act responsibly, sustainably and transparently, putting in place every day projects, initiatives and activities with a dual purpose of impact on the common good and profit of the company.

### **100% SUSTAINABLE CARTONS AND PACKAGE LEAFLETS BY RENOGROUP**

Renogroup supplies cartons, leaflets, labels, displays, booklets and trays made entirely of cellulose-based materials.

The company has chosen to operate in an environmentally friendly way using FSC certified forests and therefore managed in a controlled and responsible manner, in full respect for the environment.

Because sustainability is not a slogan but a different way of doing business, and for Renogroup it is a fundamental commitment.

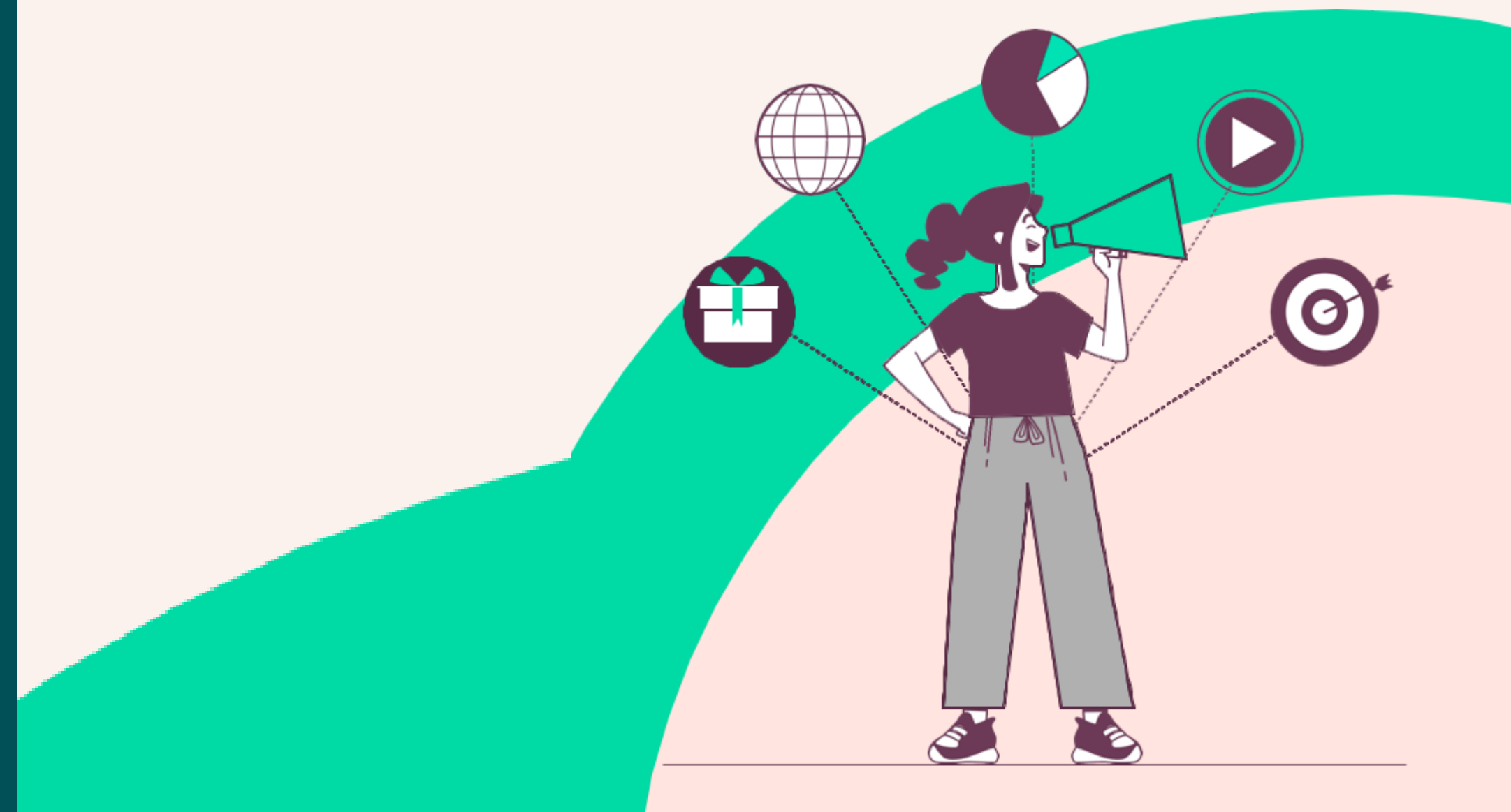


The reputation and image of a company is transmitted mainly through what it communicates and the mode used.

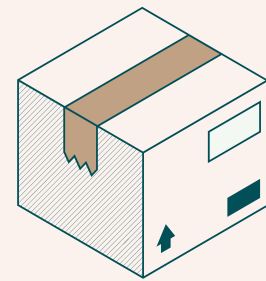
CD Packaging helps you communicate and tell your customers and final consumers about the green soul of your company and the conscious choice to use eco-sustainable packaging products.

Discover how we can develop your communication path, to spread and tell your attention in the search and selection of suppliers interested in green aspects and issues related to eco-sustainability.

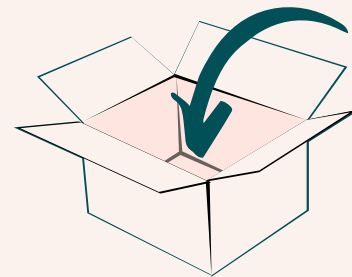
# Our added value is: **COMMUNICATION**



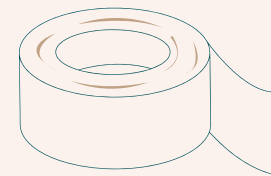
# Graphics customized with green theme!



**BOXES**



**FILLING MATERIALS - PLURIBALL**



**ADHESIVE TAPES**



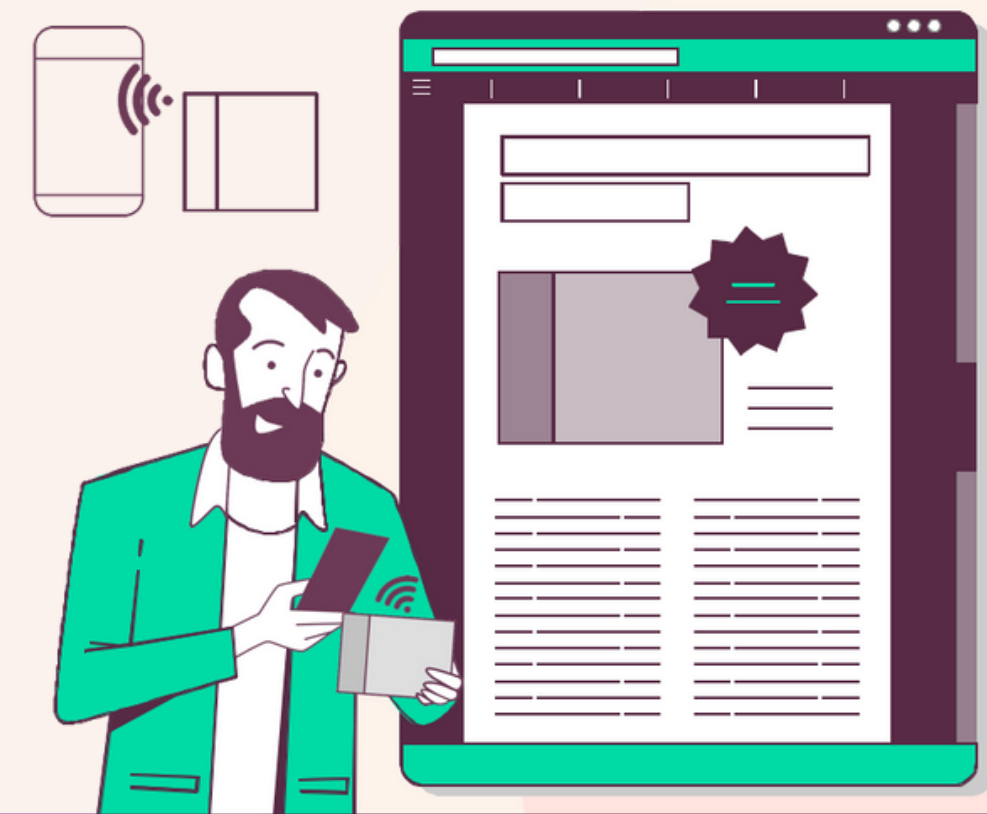
We customize the graphics of all articles and we communicate your eco-sustainable side!



# Landing page & QR Code

A special QR Code placed on the outside of the packaging will connect to a custom landing page, through which CD Packaging will tell you all your concrete and daily commitment to protect the environment and limit the impact on it.

**LET EVERYONE KNOW HOW MUCH ENVIRONMENTAL SUSTAINABILITY  
IS A PRIORITY  
WITHIN YOUR CORPORATE PHILOSOPHY!**



# Thank you!

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