

# DISRUPTORS

PAC SUMMIT - 2021

## A New Packaging World

## Thank You for Joining Us!

On June 2nd, our speakers addressed packaging design, recycling opportunities and challenges facing the packaging industry today.

Below, we've put together a summary of key takeaways from our impressive list of brands and speakers. Stay tuned for your Day Two summary, following our June 9th sessions!

### Key Takeaways

- 1. Plant-based Revolution: Sustainable, Paper-based Coffee Packaging from Club Coffee and AR Packaging:**  
**Boardio®** is an innovative packaging system designed to meet the consumers' desire to reduce plastic. It is based on renewable material, is fully recyclable, has high barrier, convenient to use and looks stunning.  
  
This state-of-the-art new processing technology delivers the freshest, best tasting & most sustainable cup of coffee on the planet!
- 2. The Future is Reusable: Loop Launches in Canada with Nestle and Loblaw:**  
The Loop system is convenient for consumers who can buy the product anywhere and return the used package anywhere. And, Loop will work equally well in the reuse ecosystem for standard format or bespoke packaging.  
  
Industry leaders must work together, support investment, lead with courage to make things happen to reduce packaging waste. We are part of the issue and need to be part of the solution.  
  
Bold moves such as investing in Loop are needed to help us solve the big problem of packaging waste and we must include the consumer on this journey.
- 3. Catalyzing Innovative Cross-Value Chain Collaborations: Canada Plastics Pact:**  
Canada Plastics Pact will be making strong inroads into tackling the challenge of the increasing quantity of plastics with a focus on reducing single use, hard to manage plastics and eliminating plastics in the environment.  
  
The plastics industry, in this instance represented by Merlin and Nova, have collaborated to identify and implement means to close the plastics loop by increasing plastics captured and recycled, increasing the quantity and availability of recycled content resins within the Canadian marketplace.  
  
The public is letting brand owners and retailers increasingly know they are looking for more sustainable packaging alternatives, particularly plastics, found in the marketplace today. There is a renewed interest in reusable alternatives for the packaging and delivery of goods to consumers. The growth in refillables and reusables is only going to increase as people look to eliminate waste from their lives.
- 4. Disruptors on our Radar:**  
**FLEXI-HEX:** Consumers are driving change in what they want and expect from businesses they buy from. They are prepared to pay for packaging solutions that look good, work well, and have a strong sustainable message.  
  
Two keys for Flexi-Hex success are the simplicity and efficiency of the product: it's made from a single material with an end-of-life path that's clear to consumers; it's low volume to store and transport in comparison to alternatives, and quick and easy to pack products.  
  
With the ongoing increase in e-commerce the unboxing experience has become an increasingly important way for brands to reflect their values and provide a positive first impression and experience for consumers.  
  
**A Friendlier Company:** A Friendlier Company has developed a centralized QR code enabled reverse logistics system that could be applied to any reusable packaging model.  
  
A key for reuse practitioners is to aim to make reusable packaging as easy to use, accessible and affordable for consumers and businesses, as it is for single-use packaging.  
  
A Friendlier Company has found various ways of providing reduced environmental impacts, when compared with single-use alternatives. These include local manufacturing of the takeout containers, local commercial washing/sanitization and sourcing containers that are approximately the same weight as similarly sized single-use containers.

### Day one of the PAC Disruptors Summit is sponsored by Canada Plastics Pact



### Day 1 Presentations by:



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