



connect 2021

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A NEW PACKAGING WORLD

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inclusive high-tech packaging for
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Global Winners on page 18

Canadian Winners on page 20

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PRESIDENT'S MESSAGE

The Lost Year: Packaging's Rightful Place

Since March of 2020, the world has been navigating in uncharted territory.

As an industry, we have been innovating for many years and have risen to the challenge the last year has presented.

PAC Packaging Consortium has advocated widely to ensure our members and industry were recognized as essential services. We were grateful to be a contributor to keep our community open during the pandemic.

During the pandemic packaging became known for what it was always intended: product protection, food safety, longer shelf-life, waste reduction, and informative labeling to guide decision-making and consumer safety.

The e-commerce has exploded during this time by utilizing the protective properties of corrugated boards, while the foodservice sector has used all forms of packages to get burgers, salads and warm, fresh fries safely into our homes. Others are cooking and baking more than ever before.

In this June 2021 issue of *PAC Connect* we are featuring disruptive innovators that have emerged through the uncertainty of recent pressures and journeyed through a new dimension of packaging exploration and innovation.

Between the covers of this magazine, you will learn about how PAC member industry trailblazers have been successful innovating disruptive solutions in response to these extreme times and complex issues, including:

- **Club Coffee** and **AR Packaging** (recently acquired by **Graphic Packaging**) discuss the launch of a bold and innovative new fiber-based entry into the coffee sector.
- **Loblaw**, **Loop** and **Nestlé** are scaling disruptive and revolutionary change, turning big ideas into big impact on the environment and the bottom line.
- **Kellogg's** and **Procter & Gamble** are creating positive change for accessibility, equity and inclusion with breakthrough packaging solutions.

These stories of innovation and change are a testament to the resilience of the packaging industry, even through the darkest of times. We are slowly emerging from our homes and offices, heading towards recovery, and shaping the 'Next Normal.'

As we at PAC reflect on recent times, having struggled more than ever like everyone else, we are humbled by the support and commitment of our members. Happily for us, most have appreciated our commitment to them and the entire packaging community.

We are a not-for-profit member-based corporation, founded in 1950, serving the needs of the global packaging community. As recovery continues, we remain steadfast in our commitment to providing valuable opportunities for learning, professional growth, and resources to help companies make impactful strategic choices for our future. We are championing the change for accessibility, equality, inclusivity, opportunity and usability. We encourage you to join us in this initiative and help us on our journey towards impactful change.

With this year's *PAC Connect* edition, we also feature the brilliance of the *PAC Global Leadership Awards*, where entries from around the world competed for the coveted *Best of Show* awards in Brand Design and Package Innovation. Our 2022 competition will be open for entries this summer.

The regional *PAC Canadian Awards* winners are also showcased here, demonstrating they can compete with the best of the best. All our incredible *Best in Class* and *Best of Show* winners are featured herein. Thank you to our competition judges, as well as our executive committee, for helping to bring our awards and celebration to life!

We hope that those of you who are not members will join our growing PAC network.

Our PAC guiding principles remain: Champion. Collaborate. Innovate. Educate. Celebrate.

JAMES D. DOWNHAM, President & CEO
PAC Packaging Consortium



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SIGHT TO BEHOLD

Iconic cereal producer steps up to the plate with inclusive high-tech packaging to overcome the sight barrier for vision-challenged consumers

Renowned American author and celebrated disability rights advocate Helen Keller is fondly remembered for many enduring insights, not least for famously noting that, “The only thing worse than being blind is having sight but no vision.”

And while the everyday standard of living for blind and visually impaired people in the western world has improved significantly since the beloved *Miracle Worker*’s passing in 1968, vision impairment and loss makes normal living a formidable daily challenge for

nearly 300 million people worldwide, according to the **World Health Organization (WHO)**.

Sadly, it’s not a problem that is going to disappear any time soon. In Britain alone, the **Royal National Institute of Blind People (RNIB)** estimates that someone in the U.K. begins to lose their sight every six minutes—leading to devastating loss of the quality and enjoyment of life for those afflicted.

And while being unable to see or read the packaging of everyday food products on store-shelves may not be one of their biggest daily frustrations, there is no doubt that overcoming this obstacle with modern-day consumer technology

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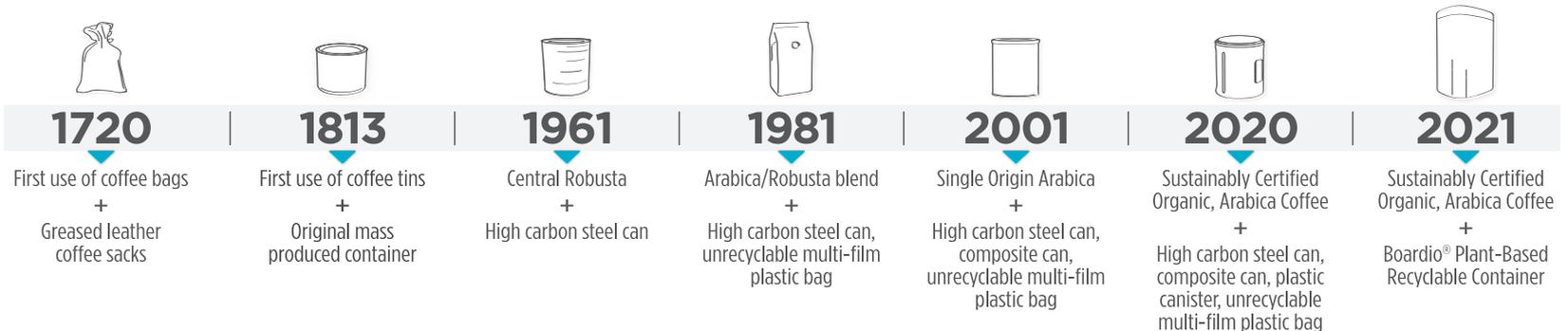
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would be a massive step in the right direction for both the visually impaired consumers and the brand-owners trying to connect with them in retail environments.

Thanks to a recent groundbreaking collaboration between RNIB, iconic cereal producer **Kellogg Company** and Britain's fifth-largest food retailer **Co-op**, making consumer product packaging more accessible and inclusive for the visually impaired is now a feasible and practical option that progressive CPG (consumer packaged goods) manufacturers and brand-owners could and should adopt for all the right societal, ethical and commercial reasons.

Launched as a limited-edition release to coincide with the *World Sight Day* on Oct. 8, 2020, the Braille-embossed 480-gram boxes of the **Kellogg's Coco Pops** brand cereal bear the distinction of being the world's first consumer brand to incorporate the pioneering **NaviLens** technology that allows a smartphone to detect and provide all the on-pack information in accessible format, based on the users requirements.

Resembling a traditional QR (quick response) code decked out in Technicolor, **NaviLens** is a printed code that can be scanned, using a smartphone camera and a free app, to hear what information is stored within it.

The tags are made up of high-contrasting colored squares on a black background—similar in appearance to a QR code but, unlike with QR codes, users don't need to know exactly where a tag is positioned to be able to read it.

A tag measuring 20x20-cm (7.9x7.9-inches) can be detected from 12 meters (39 feet) away, even in motion and without having to focus the phone's camera.

As users sweep their environment with a smartphone, audio cues allow them to find and center the tag in the phone's field of view. A shake of the wrist prompts the details contained within the tag to be read out.

The information can vary depending on where the user is standing in relation to the tag and it can be programmed in multiple languages, with the phone automatically selecting its native language.

“There are over two million people in the U.K. living with sight loss, who are simply unable to read the information on our cereal boxes.”



With the limited-edition **Kellogg's Coco Pops** boxes featuring a prominent **NaviLens** code on the front panel, the information it contains can be picked up from a distance of up to three meters when blind or partially sighted shoppers points their device in the direction of the cereal box.

This then alerts the phone and the shopper, who can choose to have the ingredients, allergen and recycling information read aloud, as well as reading it on their device using special accessibility tools and apps.

According to research surveys carried

out by RNIB in the U.K., nine out of 10 blind and partially sighted people feel that information on food packaging is difficult or impossible for them to read.

“Important information on packaging can often be presented in very small print, making it difficult for blind and partially sighted people to read,” says Marc Powell, strategic accessibility lead at RNIB.

“This can make shopping a real challenge, especially for those with specific dietary requirements,” Powell says, “as they can't see the all-important nutritional information.”

“Although Braille is a helpful way of providing information, not every person with sight loss is a Braille user,” Powell points out, “and there are limitations in the amount of useful information that can be provided on packaging in this format.”

While the novel technology was first adopted for use across the city transport systems in Barcelona, Madrid and Murcia, the **Kellogg's Coco Pops** trial run—involving more than 50 different Co-op store locations—is the first time that **NaviLens** has been used on food packaging.

As Kellogg's managing director Chris Silcock said: "There are over two million people in the U.K. living with sight loss, who are simply unable to read the information on our cereal boxes."

"That's why we partnered with RNIB to trial special boxes of Coco Pops with NaviLens technology—a first for food packaging," said Silcock, noting that the Braille-embedded limited-edition *World Sight Day Coco Pops* cereal boxes also feature simplified graphic artwork and a larger font size to accommodate the sight challenges of their target audience.

"If the trial is a success," Silcock added, "we would hope that it could appear on more of our cereal boxes for visually impaired shoppers to access."

As it turns out, the trial run in fact proved to be a resounding success in every respect, according to a follow-up RNIB survey showing 89 per cent of respondents finding the *NaviLens*-coded packaging to be more accessible, along with 100-percent approval of the *NaviLens* technology itself.

As noted by British Paralympian gold medalist Lori Fachi, "The prospect of being able to go into a shop by myself and buy my shopping is such an incredible opportunity!"

"I feel included to have access like everyone else."

"If I'm able to access the packaging independently, I'm able to make my own food choices," Fachi said.

"The only thing I would like to see is that it is put on all packaging in all supermarkets by all brands, and quickly."

Thanks to the success of the initial trial, that day may not be that far off.

By the end of this year, Kellogg's is planning to incorporate *NaviLens* technology into the cereal boxes of 15 brands of cereal the company sells in the EU (European Union) markets, and the technology is reported to have attracted interest from a multitude of global brand-owners.

Notably, the trial *Kellogg's Coco Pops* box was also selected as the winner of the **2021 PAC Global Leadership Award** in the Limited Edition/Seasonal Food, Beverage or Non-food product category for its breakthrough packaging innovation that literally conveys the company's purpose message of, "Creating better days and a place at the table for everyone through our trusted brands."

As RNIB's Marc Powell sums up, "This trial with Kellogg's using *NaviLens* technology has raised the bar in inclusive and accessible packaging design—allowing people with low or no vision to locate a product on the shelf and access all information about it completely and independently for the very first time."



Braille-embossed cereal boxes of Kellogg's Coco Pops incorporating revolutionary NaviLens product coding technology reflect the CPG industry's trend to make their brand packaging more inclusive and accessible for millions of consumers with limited or no vision.



BETTER ACCESS FOR ALL

Using tactile tricks of the trade to make consumer packaging more accessible and senior-friendlier

S

umaira Latif is an extraordinary woman living an extraordinary life and doing extraordinary things. Born in the U.K., Latif is a

first-generation Scottish

Pakistani who, as a blind person, faces daily challenges that most people with normal vision can never fully appreciate.

But rather than let those challenges define her, Latif has tackled them head on during her professional career at the global consumer products (CPG) powerhouse **Procter & Gamble (P&G)**, which she joined in 2000 and currently serves as P&G's first-ever Company Accessibility Leader.

In this role, Latif is responsible for leading P&G's thought leadership and commitment to making products, packaging and advertising accessible for both the growing aging population, and the estimated 1.7 billion people around the world living with disability.

"Winning with consumers over 50 years of age and people with disabilities is critical for P&G to grow," Latif states. "By 2030 we will have more consumers over 50 years of age than consumers under 50, with 36 per cent of the 50-plus consumers experiencing some type of disability.

"We estimate that we are losing about US\$1 billion per annum across our product categories by not serving this segment," Latif points out.

"We strongly believe that P&G has an opportunity to reach more consumers with more accessible and irresistible products and packaging for all."

After studying Marketing and Business Law at the University of Stirling in Scotland, Latif began her career at P&G by leading IT (information technology) transformations across multiple worldwide businesses, including fragrances, **Pampers**, **Olay** and **Gillette** business units. In 2015, Latif switched her focus from running IT businesses to figuring out what it would take to make P&G become the most accessible company for all consumers, while being appointed the company's first Special Consultant for Inclusive Design.

During this time, Latif worked with the **Herbal Essences** beauty brand to explore how the industry could make it easier for sight-limited people to tell the difference between hair



Sam Latif,
Company
Accessibility
Leader,
**Procter &
Gamble, Inc.**

shampoo and conditioner in the shower, without wearing corrective eyewear.

It's estimated that 79 per cent of the population in the west wear corrective eyewear, and so it is quite hard for many of them to tell the *Herbal Essences* shampoo and conditioner bottles apart by sight alone.

Under Latif's guidance and leadership, *Herbal Essences* became the first mass hair-care brand in North America to introduce inclusive bottle design for people with low to no vision. Launched in time for the 2018 *World Sight* day on October 11, 2018, the redesigned bottles feature tactile indentations to help differentiate the brand's shampoos from its conditioners.

Given they share the same bottle shape, product confusion between the shampoo and conditioner was an issue for those with low to no vision, which P&G addressed by incorporating stripe-shaped indentations around the shampoo bottle's circumference just above the base of the bottle, while using circle-shaped indentations for the conditioner bottle. (picture above)

According to P&G, the launch of the new packaging exceeded all expectations, generating prolific media coverage that generated impressions across more than 20 editorial outlets and social media channels, along with 31 million video views, 30 million downloaded audio descriptions, and 31 million editorial references. Notably, these innovative and uniquely distinct bottles were also selected as the *Best of Show* winner in the Packaging Innovation category of the 2020 **PAC Global Leadership Awards** competition.

Says Latif: "It's just a little thing, but there's hundreds of these little things that we have to spend time looking for every day.

"This little change has just made such a big difference in my life," says Latif, adding that people with low or no vision aren't the only ones to benefit from the new bottles.

"This packaging innovation doesn't only help people with low or no vision," Latif states. "It also helps people who don't have English as their first language, like my mum."

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LOOPING THE FUTURE

Pioneering global reusable packaging platform makes close friends in all the right places to offer practical end-of-life solutions to plastic waste

For a company that's only been around a couple of years, the high level of industry-wide corporate goodwill, support and alignment with its grand vision of zero plastic packaging waste is a remarkable achievement in an ongoing global quest to stop and reverse the devastating impact of global marine pollution threatening survival of the world's fragile underwater ecosystems.

Formed in 2019 by the renowned recycling pioneer and TerraCycle founder Tom Szaky, **Loop Inc.** is a global reusable packaging platform that provides an inspirational working model of how the emerging Circular Economy model of plastic recycling, reuse and reduction will

shape the future of plastic consumer packaging going forward.

First announced at the *2019 World Economic Forum* gathering of the leading global corporate powerhouses and financial heavyweights in Davos, Switzerland, **Loop** (**LoopCIRC** in Canada) based on the use of durable multi-use food containers that allows consumer to purchase their favorite food brands and products in reusable packaging that they can return to their point of purchase for a refund—thereby allowing for the returned packaging to be used again and again.

According to its visionary founder Szaky, who grew up in Toronto prior to attending college at Princeton University and, ultimately, founding the Trenton, N.J.-based waste collection and recycling firm TerraCycle in 2001, Loop is a natur-

al extension of the parent company's mission to reduce the outsized environmental footprint and end-of-life waste management problems caused by the rapid proliferation of single-use plastic packaging in the global food supply chain over the last few decades.

Based on the collaborative approach to plastic packaging reuse involving major retailers, their CPG (consumer packaged goods) brand customers and the end consumers, Loop has been greeted with open arms in Canada since launching in this country at the start of 2020 in collaboration with the country's largest food grocery retailer **Loblaw Companies Limited**.

Initially rolling out to residents in most of Ontario, the initiative enables consumer to shop for a wide variety of food and household products in refillable packaging—such as ice cream, sauces, snacks, pet food and toothpaste—from some of the country's most popular brands, including Loblaw's own renowned store brand *President's Choice*.

With the launch, Canada joined the U.S., U.K, France and nearly 20 other countries where Loop currently operates.

"The fact is that there's too much plastic waste in our environment," said Galen Weston, executive chairman of Loblaw Companies Limited. "We are part of the problem and must be part of the solution.

"We are actively reducing plastic waste in hundreds of ways in our business today through better processes, new materials, and packaging design," Weston said, "and Loop is one of the most innovative opportunities to make it easier for consumers to be part of the solution."

Adds Szaky: "Collaboration is necessary to tackle the waste crisis head on.

"As Canada's largest retailer, Loblaw's operational scale and years of expertise will make Loop accessible to more shoppers and make meaningful progress toward our shared goal of reducing waste."

As Szaky explains, Loop consumers can shop for products in durable packaging that is reused until the end of its life by ordering the participating products online (www.loopstore.ca or maboutiqueloop.ca), whereby consumers pay a deposit on each package, which is fully refundable when it is returned.

The packages are shipped using Loop Canada's exclusive logistics provider **FedEx**, which uses route optimization software to help ensure efficient customer deliveries.

After use, consumers simply place the empty containers back into the supplied *Loop Tote* bin, and then return the tote by either scheduling a free pick-up online or dropping it off at one of the more than 500 participating FedEx retail locations in Ontario.



Featuring special double-wall steel design to keep the premium-quality Häagen-Dazs brand ice cream inside perfectly chilled throughout the delivery cycle, the brand's reusable Loop metal jars sold out within a month of being launched, according to Nestlé Canada.

Loop then sorts and professionally cleans the packaging and tote bag to stringent health and safety standards so that products can then be replenished as needed—creating a convenient zero-waste shopping system.

Unlike TerraCycle's focus on the collecting, recycling and 'upcycling' of hard-to-reclaim packaging materials, the Loop side venture focuses on the reusability part of the commonly-accepted *Three Rs* mantra of Reduce, Reuse and Recycle approach to packaging waste management, whereby brand-owners and retailers work to extend the number of times that a package can be used to pack the same product—up to 20 times or so for some products.

According to leading U.S. environmental market research firm **PreScouter**, the global food and beverage industry accounts for about 35 per cent of all plastic waste worldwide.

With only 14 per cent of plastic packaging collected for recycling, "The life-cycle of over 80 per cent of plastic packaging ends right after being disposed," PreScouter states in the **Reusable Packaging Solutions** report released earlier this year.

As a result, "An estimated 95 per cent of packaging material value is lost to the economy after a short first use," according to PreScouter.

That's why reusable packaging can provide a more meaningful long-term solution to plastic packaging waste than recycling in isolation, the PreScouter report suggests.

"Most benefits come from avoided production, so the rate at which a package is replaced is a key element," PreScouter explains.

"Savings are not seen immediately, but



All Loop home deliveries and recycling pick-up are handled in Canada by the company's exclusive logistics provider FedEx, who use the proprietary reusable Loop Tote bins to collect the used packaging for cleaning and multiple reuse.

in the long run," according to the PreScouter report, which also credits single-use plastic bans in a growing number of jurisdictions as "the greatest stimulator of innovation within the B2C (business-to-consumer) sectors" that have flourished since the beginning of the global *COVID-19* epidemic.

"Innovative delivery models such as refillable bottles, where only the active ingredient is sold and shipped, as well as evolving use patterns are unlocking a reuse opportunity for at least 20 per cent of plastic packaging by weight, worth at least US\$9 billion," PreScouter says.

"If all bottles in home cleaning, beauty and personal care [categories] adopted the concept of shipping only active ingredients, this would amount to about three million tonnes, or at least US\$8 billion, in packaging cost-savings," says PreScouter, also citing potential 85- to 95-percent savings in transport costs and 80- to 85-percent saving in GHG (greenhouse gas) emissions, compared to single-use bottles.

According to PreScouter, unlocking those savings and the associated environmental benefits requires close cross-industry cooperation to share the burden of significant start-up costs—since reusable packaging needs to be made of more durable materials that are typically more expensive than plastic—as well as the cost of handling and shipping during the return cycle.

In this respect, Loop's track record in recruiting the world's leading retailers and brand-owners to join its reusable packaging quest has been exceptionally prom-



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ising—both in Canada and abroad.

Already available through Carrefour retail chain in France, Kroger and Walgreens in the U.S., and Tesco in the U.K., the Loop delivery service has drummed up a lot of excitement among some of Canada’s leading consumer brands, including perennial stalwarts like Häagen-Dazs ice-cream, Heinz Ketchup, and Hershey chocolates and confectioneries, among others, alongside the select Loblaws *President’s Choice* brand offerings.

Says Heinz Kraft Canada president Bruno Keller: “Our iconic Heinz Ketchup glass bottle has always been available in a recyclable glass bottle, but now it’s reusable too, thanks to our partnership with Loop.

“We know that protecting our planet requires collective action,” Keller states, “so we are proud to be taking this practical step to make sustainable options easier for Canadians.

“The Loop partnership is part of our broader sustainability goal to make 100

The pioneering Loop reusable packaging program has gained quick traction with many popular Canadian food brands eager to reduce their packaging footprint while communicating a strong sustainability message to the consumers.

per cent of our packaging recyclable, reusable or compostable by 2025.”

Joining dozens of other major Canadian CPG brand-owners, Toronto-headquartered Nestlé Canada Inc. is a keen early adopter of the Loop platform, reporting terrific early success with the Loop reusable custom-designed containers used for its bestselling Häagen-Dazs *Vanilla* and *Häagen-Dazs Coffee* ice cream brands.

Both brands are retailed at Loblaws in new reusable double-walled steel packaging that keeps the ice cream—made from Canadian-sourced milk in London, Ont.—remains an optimal temperature from the time it’s filled until the first scoop.

According to Nestlé, the steel design ensures that when opened, the ice cream melts more quickly at the top than at the bottom of the container—ensuring that every scoop is in perfect condition.

Cleaned, collected, refilled and reused like all other Loop containers, the Häagen-Dazs steel canisters were an instant hit with the Canadian consumers, according to Nestlé Canada’s senior vice-president of corporate affairs Catherine O’Brien.

“The Loop partnership complements Nestlé’s packaging transformation and early program indicators reveal that consumers are excited and supportive, as both flavors sold out in the first month,” O’Brien relates.

“Due to our successful launch and update, we will continue to assess opportunities to expand our product offerings with Loop,” says O’Brien, citing Nestlé Canada’s robust sustainability initiatives aimed at making all of the company’s packaging reusable or recyclable by 2025, compared to the 87 per cent it has achieved so far.

Says O’Brien: “Nestlé Canada believes there is an urgent need to minimize the impact packaging has on the environment and its vision is that none of its packaging, including plastics, ends up

in landfill or as litter in waterways.

“Built on a passion for transforming the simple into the extraordinary, Häagen-Dazs new reusable, innovative packaging builds on Nestlé Canada’s commitment to sustainability and preserving the planet for future generations.”

Most recently, Canada’s leading organic cereals producer **Nature’s Path** joined the Loop program earlier this year to offer the company’s bestselling **Pumpkin Flax Granola** in durable, reusable jars that consumers can then add into their *Loop Tote* bin, or return it to one of more than 500 participating retail locations, to receive a refund.

Initially rolled out across Ontario, Nature’s Path plans to expand its Loop reusable packaging initiative nationally across Canada in coming months, according to the company, along with a broader selection of available products.

With the proud distinction of being the first North American food producer to have obtained zero-waste certification for all of its manufacturing facilities in Canada and the U.S., Richmond, B.C.-headquartered Nature’s Path was in fact one of the original founding partners when the Loop platform was formally launched in New York City in May of 2019.

According to Nature’s Path, one reusable jar of the company’s Loop-packed granola will save more than four kilograms of waste generated from 100 boxes of granola breakfast cereal.

“We are always working to improve and reduce our packaging footprint,” says Nature’s Path vice-president of mission and strategy Jyoti Stephens.

“We really value what Loop is trying to achieve,” Stephens says, “and we truly believe it represents the future of consumer goods.

“People want to reduce the amount of waste they are generating,” Stephens asserts, “and Nature’s Path is proud to be at the forefront of this movement.”

For a company that has pledged to make all of its packaging recyclable, reusable or compostable by 2025, partnering with Loop was a natural opportunity to accelerate the switch of the remaining three or so per cent of its current packaging volume by weight to the Circular Economy ideal of zero plastic packaging waste.

As Tom Szaky himself points out, “Nature’s Path is Loop’s ideal partner—a company truly committed to zero waste.

“Its ongoing work to better the planet is an inspiration,” Szaky states, “and should be an example to other companies that a successful business along with sustainability is not only doable, but profitable.”



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SMELL THE COFFEE!

Iconic Canadian coffee roaster ready to launch game-changing sustainable packaging alternative for roast and ground coffee products

To say that Canadians like their coffee is an understatement of understatement.

With per-capita consumption of more than seven kilograms of roasted coffee per year—translating into around 3.9 million 60-kilogram bags—coffee is consumed by Canadian adults more than any other beverage, even tap water.

With daily per capita consumption of 2.7 cups, coffee enjoys a uniquely widespread appeal among Canadian adults from coast to coast—supporting a \$6.2-billion industry that employs over 160,000 Canadians in the café and coffee shop, manufacturing, roasting and pack-

aging segments of a highly competitive, vibrant and innovative business sector.

The fact that the country has a **Tim Hortons** shop for every 9,000 Canadian residents—compared to one for 25,000 people for **McDonald's** outlets—is an irrefutable testament to the nation's enduring love affair with the beverage, providing an important market for coffee farmers in over 30 countries around the world.

But such popularity comes at a price—primarily in form of a significant environmental footprint of the huge volumes of packaging waste left behind for disposal, both in foodservice and retail space.

The coffee industry's waste problem came into sharp public focus during the

Expected to appear on Canadian grocery shelves later this fall, the highly innovative Boardio paperboard containers used to package Coffee Club's own flagship Craft Roasters brand of whole-bean and roast coffee mixes was designed to ensure optimal supply chain efficiencies during transport and distribution cycles.

last decade with the spectacular market growth for single-serve coffee pods that proved to be difficult to recycle in typical local programs both in Canada and abroad, leading to intense public and regulatory pressures on coffee producers to come up with more sustainable packaging solutions.

In Canada, the efforts to reduce the coffee industry's single-serve packaging footprint have yielded several significant innovations—notably the 100-percent compostable *PurPodroo* coffee pods introduced to the market in 2016 by venerable Toronto-based coffee roaster **Club Coffee**.

Founded in 1906, the company is one of North America's largest coffee roasters, operating a state-of-the-art production facility in west-end Toronto to service some of the continent's leading coffee chains and franchises, as well as manufacturing private-label brands for some of the best-known grocery retailers, including Canada's own **Loblaws** supermarket chain.

Developed through intense collaboration with the **University of Guelph** and suppliers of key compostable packaging components, the *Keurig*-compatible *PurPodroo* coffee pods were widely lauded as



a credible end-of-life breakthrough in helping divert food and plastic waste from landfills, while still delivering the single-serve convenience demanded by Canadian consumers.

According to Club Coffee's chief executive officer John Pigott, the development of *PurPodroo* pods was a "major success

[that] has won awards and earned government attention as a solid direction for cutting waste to landfills."

Says Pigott: "Club Coffee is one of Canada's largest coffee roasters, with most of our production done as a solutions partner for top-selling Canadian and U.S. coffee brands, as well as for foodservice customers.

"They've always expected us to help them meet their consumer commitments to quality," Pigott says, "and our ability to spot sustainability opportunities for them has become a huge competitive advantage."

With Canadian consumers increasingly demanding for their food and beverage packaging to be more sustainable, Club Coffee has spent the last year-and-a-half developing yet another sustainable coffee packaging innovation that Canadian consumers will see on their store shelves later this year, according to the company.

Made from the renewable and recyclable *Boardio* paperboard packaging material developed in Sweden by **AR Packaging**, the new coffee rigid containers—designed to provide at least one-year shelf-life for ground or whole-bean coffee—will offer a vastly more sustainable alternative to multilayer film bags, plastic



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The Boardio paperboard containers offer a broad range of creative design and marketing opportunities for brand-owners keen to relate their sustainability message to consumers concerned about their brands' packaging footprint.

jars, and metal and composite tins traditionally used to package coffee beans and grinds for the retail sector.

"Our single-serve success sent us looking for other places where we could bring our customers coffee packaging innovation to help meet their own sustainability and waste reduction commitments," Pigott explains.

"We saw packaging for roast and ground coffee as a major opportunity for sustainable innovation," Pigott relates, citing Club Coffee's deep-rooted commitment to corporate social responsibility and ESG (Environmental, Social and Governance) principles.

"As part of an overall Circular Economy approach, whether sustainably and responsibly sourcing high-quality beans or designing functional and sustainable packaging, ensuring we design with the end-of-life state in mind is critical to optimizing the recovery and recyclability of renewably sourced materials.

"Consumers are looking for innovation now," Pigott states, "not five years from now."

While the use of paperboard is commonplace as secondary packaging for single-serve coffee pods, utilizing the nearly 100-percent paperboard material like Boardio as primary food-grade packaging is a truly groundbreaking endeavor, according to Club Coffee's chief innovation officer Claudio Gemmiti.

"We were looking for packaging that would deliver the freshness that coffee lovers expect and the environmental performance that they want," says Gemmiti, adding that the selected solution had to work in existing recycling streams with established materials.

"The Boardio solution checked all our boxes," Gemmiti says. "Recyclers want the high-grade paperboard format, which is easily recyclable like milk and juice

cartons.

"Plus the packaging technology connects well with the flow of our production lines," adds Gemmiti, noting Club Coffee made significant capital investment in new machinery to enable high-speed processing of Boardio packages at on a large commercial scale.

Impressively combining form and function in an attractive distinctive shape for high-impact product differentiation, the upright rectangular-shaped Boardio coffee containers feature proprietary built-in paperboard lids designed to facilitate longer product freshness and aromatic attributes.

"The components are shaped and fused together, using proprietary induction technology for a hermetic seal that protects coffee and preserves freshness," Gemmiti explains.

"This design is optimized for manufacturing, supply chain and retail shelf by accommodating more packaging in less space, especially since AR Packaging delivers Boardio to Club as flat material, ready to assemble."

According to AR Packaging, the Boardio rigid paper container is a carton-based, cost-effective packaging solution with tailored low- to high-barrier protection.

Designed for recyclability with a very high content of renewable paperboard, the innovative package was developed to help brand-owners to communicate their sustainability goals to consumers in recycle-ready packaging offering numerous shape options and convenience features that make it ideal for dry products like coffee, dry mixes, nuts, trail mixes, snacks, confectioneries and other dry foodstuffs.

From a package design standpoint, the Boardio canister offers the benefits of:

- Eye-catching shape and design, with the possibility to print on all six sides;

- Integrated board lid for convenient reclosing;
- Large opening for easy scooping and/or pouring of the contents;
- Highly effective gas-tight packaging;
- Tailored barrier for optimal product protection;
- Top compartment for additional features such as scoop and promotion items.

As AR Packaging explains, the Boardio containers mainly consist of renewable FSC (Forest Stewardship Council)-certified virgin fibers sourced from sustainably managed forests.

The package also contains an inner PE (polyethylene) layer and a razor-thin aluminum barrier, which is necessary in order to ensure optimal gas tightness, product protection and shelf-life, which in return helps to reduce food waste.

Boasting a unique shape, look and feel that strongly project the message of sustainability, aesthetics, convenience and food safety values to the consumer, Boardio is designed for easy recycling in typical waste diversion programs, while the thin PE and aluminum layers used to provide an essential oxygen and moisture barrier can be easily separated at the recycling mill and directed to the general waste stream.

As confirmed by rigorous tests conducted at Western Michigan University (WMU), Boardio containers provide a high level of repulpability and over 80-percent fiber yield, according to AR Packaging, while enabling significant carbon footprint reduction compared to traditional multi-layered bags and plastic/metal rigid containers.

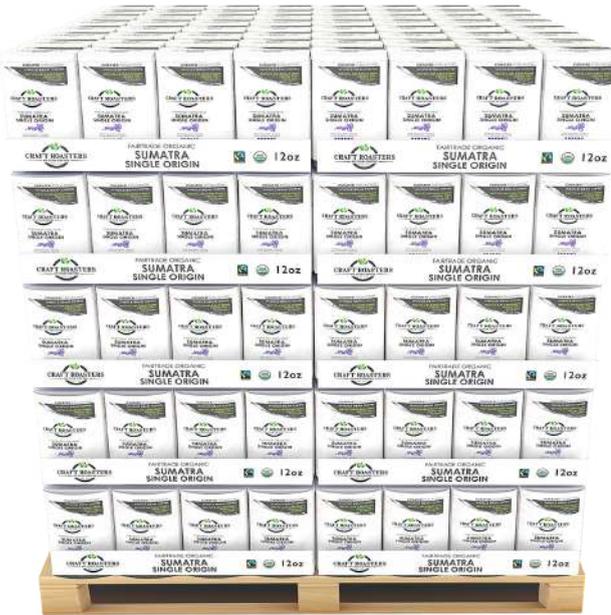
Says AR Packaging's system sales director Johan Werme: "Our first gas-tight carton-based can has been around since the 1980s, so we have long and extensive experience in packaging applications with high demands.

"Our long track record, combined with increasing consumer and brand-owner attention to sustainability, have been important inputs in the development of the new Boardio package," Werme states, detailing Boardio's containers' key sustainability benefits.

"Fiber is generally very CO₂/greenhouse gas efficient," Werme explains, "as the process of turning trees into packaging requires a lot less energy than, for example, mining ores and turning them into metal packaging.

"Boardio is also very light and transport-efficient because it is delivered to food companies as flat sheets," Werme adds, "which means that every truck trip carries a lot more packaging material and a lot less air.

"That cuts both cost and CO₂/greenhouse gas emissions," Werme points out, "while high recycling rates for paperboard



packaging in general improve the GHG (greenhouse gas emissions) profile even further.

“As an added bonus, the powerful yet razor-thin Boardio aluminum barrier reduces food waste through longer shelf-life,

which again reduces overall emissions,” Werme states, “while the capacity of forests to absorb CO₂ is protected through responsible forest management.”

For Club Coffee, which worked with AR Packaging for 14 months to develop the new coffee canisters, the combination of all the environmental and consumer benefits offered by the new *Boardio* canisters make them well-positioned to redefine what coffee packaging should look like in the emerging new Circular Economy consumption model built on a vision of zero packaging waste.

As Gemmiti relates, Club Coffee has so far been able to confirm a 60- to 90-percent CO₂ reduction compared to other rigid packaging, along with 20- to 65-percent material reduction, significantly lower transport-related GHG emissions, and a large increase in the use of renewable materials.

Says Gemmiti: “Whereas coffee quality and sustainability have been evolving for well over 200 years, the packaging for roast and ground coffee has remained the same for decades.

“And while plastic is still important for food preservation, quality and health, the advances in plant-based materials give us

better options for innovation,” he reasons.

“Our life-cycle assessment studies show Boardio delivers a lower environmental footprint than multilayer bags, steel or composite cans and plastic tubs,” Gemmiti states, “and paperboard packaging has the highest overall recycling rates and accessibility for consumers.

“And as new rules on packaging come into play in both Canada and the U.S, including plastics bans, Club Coffee will continue to identify opportunities for brand partners to stay ahead of shifting consumer and government requirements for all coffee packaging,” Gemetti concludes.

Adds AR Packaging’s Werme: “Having Club Coffee fully understand and embrace the values of Boardio is a great pleasure, and we are confident it will inspire other companies to make a game-changing move towards a more circular society.

“Club Coffee’s switch to Boardio is a textbook example of how to do a market introduction of new packaging solution,” Werme sums up, “and we enjoy our close collaboration with the Club Coffee team very much.

“Together we can drive real change.”



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2021 BEST OF SHOW

BRAND MARKETING

Brand: *Hershey's Milk Chocolate Bar*
Owner: *The Hershey Company*
Brand Agency: *BETC São Paulo*
Printer: *HP Indigo*



The innovation is about brand experience, using design as a message by changing Hershey's logo for the first time in history. Women's Day traditionally uses chocolate as a celebration, but with the lack of opportunity for women, there was nothing to celebrate. The name Hershey's needed to be remembered and we wanted to enter the conversation in a positive way. The answer to that challenge was in our own name.

The "HerShe" case was successful because it managed to exceed the visibility goals and, at the same time, make the brand remembered positively by its main audience: the female. Awarding a project like this not only affirms that we are on the right path towards gender equality, but also gives even more exposure to the work of the artists who participated. After all, this project is about them and their talent.

PACKAGING INNOVATION

Brand: *Lenor*
Owner & Entrant: *Procter & Gamble*



Looks Like This

Performs Like This

The digital watermarks are imperceptible codes and have little to no impact on aesthetics. However, the technology allows to provide a "Wow" factor by providing full "packaging transparency" to the user. The technology can be used on several segments:

Reusable: better manage supply chain, including inventory management and cleaning procedures.

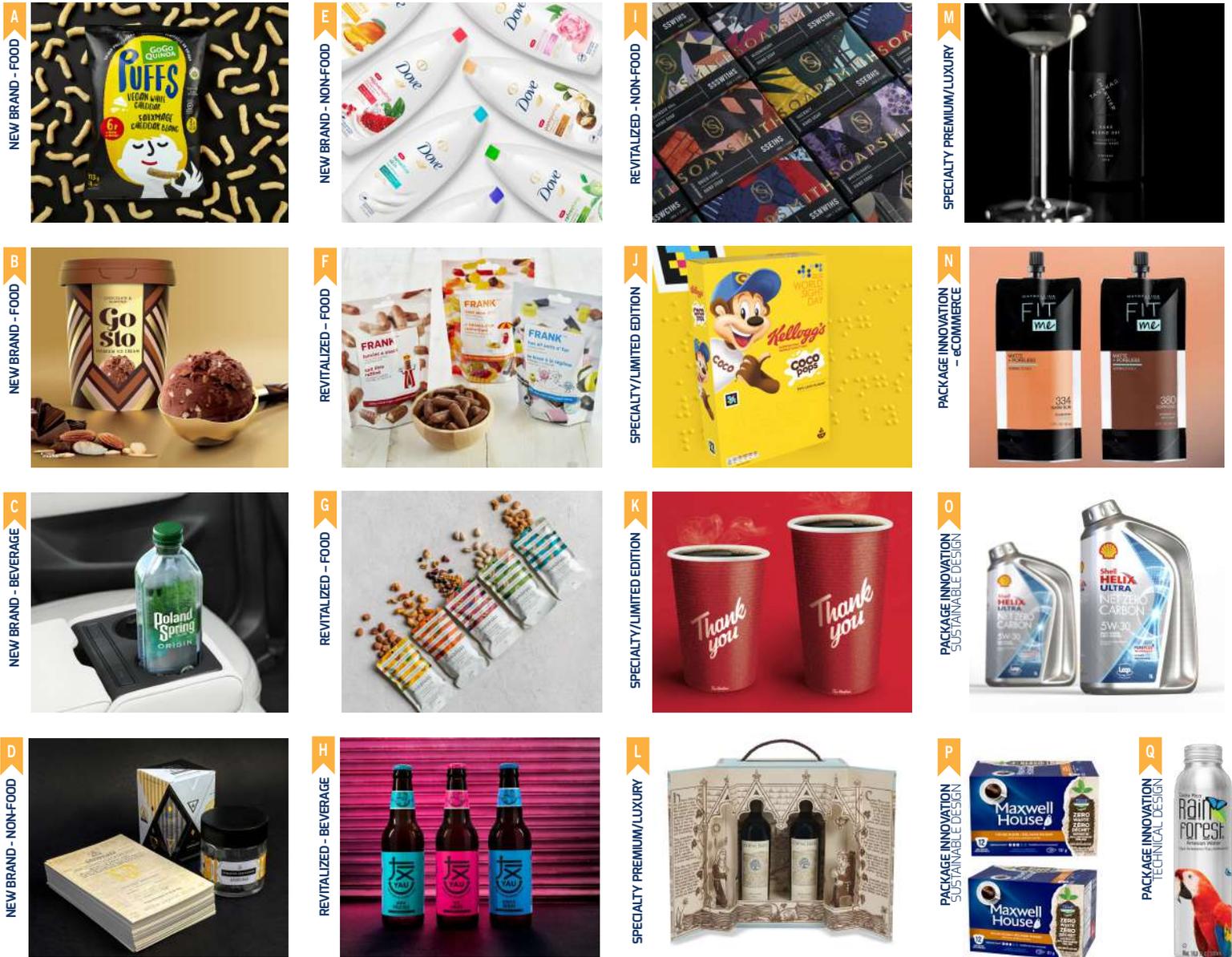
Recyclable: better identify packs and sent them to desired established streams and remove unwanted items.

Compostable: identify these items in waste stream and send them to appropriate streams.

The technology allows information to be accessible through digital means, rather than putting everything on the label of a package. It can provide more useful information, and is ultimately more inclusive for consumers who have challenges reading labels.

FOR ADDITIONAL DETAILS ON EACH ENTRY, PLEASE VISIT WWW.PAC-AWARDS.COM

2021 BEST IN CLASS



A Brand: *GoGo Quinoa*
Owner: *2 Ameriks*
Entrant: *Pigeon Brands*

B Brand: *Go-Slo*
Owner: *Danone*
Entrant: *Marks*

C Brand: *Poland Spring ORIGIN*
Owner & Entrant: *Nestle Waters North America*

D Brand: *Lemonati Family Farms*
Owner & Entrant: *Lemonati Family Farms*

E Brand: *Dove*
Owner: *Unilever*
Entrant: *forceMAJEURE Design*

F Brand: *Frank – Snack Food Products*
Owner: *Canadian Tire*
Entrant: *Jump Branding & Design*

G Brand: *Handfuel*
Owner: *Handfuel*
Entrant: *Vins Plastics*

H Brand: *You*
Owner: *Carlsberg Hong Kong*
Entrant: *Design Bridge Singapore*

I Brand: *Soapsmith*
Owner: *Soapsmith*
Entrant: *Bulletproof Design Ltd.*

J Brand: *Coco Pops*
Owner & Entrant: *Kellogg's*

K Brand: *Tim Hortons – Hero Cups*
Owner: *Tim Hortons*
Entrant: *500 Degrees Design Studio*

L Brand: *Chêne Bleu*
Owner & Entrant: *Chêne Bleu Winery*

M Brand: *Tanaka 1789 x Chartier*
Owner: *Tanaka 1789 x Chartier*
Entrant: *forceMAJEURE Design*

N Brand: *Maybelline FitMe(r) Matte + Poreless Foundation*
Owner: *L'Oréal*
Entrant: *ProAmpac*

O Brand: *Shell Helix Net Zero Carbon*
Owner: *Shell*
Entrant: *JDO*

P Brand: *Nabob, Maxwell House*
Owner & Entrant: *Kraft Heinz Canada*

Q Brand: *Rainforest Artesian Water*
Owner: *Rainforest Water*
Entrant: *Trivium Packaging*

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2021 BEST OF SHOW

BRAND MARKETING

Entry Brand Name: **Fontaine Family**
Entering Co Name: **Pigeon Brands Inc.**
Brand Owner: **Montpak**
Brand Agency/Graphic Designer: **Pigeon Brands Inc.**
Pre-press/ Printer: **Cascades (trays), Produlith (sleeves), Étiquettes Nationales (labels)**



This package design was developed to create an emotional connection with the primary target audience, active young adults. Fresh and vibrantly colored, it features a new design style and approach for meat to express the distinctive offer: responsibly raised animals, transparency, high quality, delicate and lean meat. The brand visual identity is made prominent by the vibrant purple color that helps it to stand out at shelf level. The pack

creates a visual block effect, by repeating the farm sign-style logo shape side-by-side. The second level of design elements is used to communicate type of veal (grain-fed, milk-fed, ready-to-cook), while allowing for the future addition of new products/cuts/recipes. Targeted consumers love convenience of the quick but healthy meal preparation, and the packages stack easily in the refrigerator to maximize space.

PACKAGE INNOVATION

Entry Brand Name: **Tylenol, Pepercid and Benlylin**
Entering Co Name: **Jones Healthcare Group**
Brand Owner: **McNeil Consumer Healthcare/Johnson & Johnson Inc.**
Brand Agency/Graphic Designer: **Bridgemark**
Pre-press/ Printer: **Jones Healthcare Group**

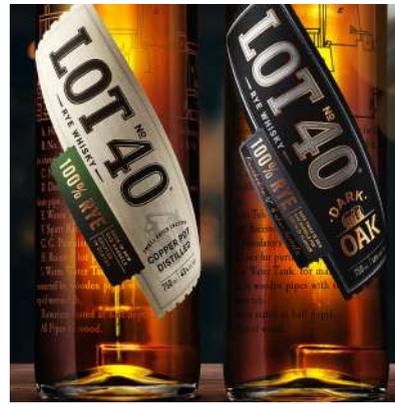


These cartons maintained the same retail footprint, while accommodating up to 55 per cent more surface area for information on outer packaging to avoid costly retail shelf-space adjustments. The new packaging also maintained J&J's strong and established brand presence with appealing aesthetic design and presentation, while balancing consumer usability. Since cartons were proven to reseal successfully, consumers could readily open and reseal the cartons on retail shelves

to maintain display aesthetic, instead of panels remaining open and detracting from overall presentation.

CONSUMER'S VOICE

Entry Brand Name: **Lot 40**
Entering Co Name: **Davis**
Brand Owner: **Corby Distilleries**
Brand Agency/Graphic Designer: **Davis**
Pre-press/ Printer: **Multi-Color Corporation Montreal**



The new Lot 40 Dark Oak stands out with disruption and delivers on its intent of being bold and unmistakable. The clean design and the angled label (true to Lot 40 equities) create a strong beacon for the brand and compliment each other when placed side-by-side. The Lot 40 brand's primary objective was premiumizing brand expression, reflecting the quality of the whisky, and achieving a new look that clearly communicates two things: that it is 100-percent

rye whisky and that it is distilled in a pot still. A bold, versatile whisky beloved by consumers and bartenders alike for sipping, or as an ingredient in whisky-forward cocktails, when Lot 40 set out to develop a bolder, darker 100-percent rye creation, it required a visual story equally as distinctive and well-defined as the liquid itself.

PROUDLY CANADIAN

Entry Brand Name: **Tim Hortons Retail Portfolio**
Entering Co Name: **6 Degrees Integrated Communications**
Brand Owner: **Tim Hortons**
Brand Agency/Graphic Designer: **6 Degrees Integrated Communications/Pigeon Brands/Bulletproof**



Tim Hortons products are shelved and grouped in different ways at different retailers, which meant the packaging had to be iconic to compensate for the lack of merchandising consistency across retailers. To help shoppers find their restaurant favourites on-shelf, we increased the prominence of the logo. Our signature

red acted as color-blocked beacon amongst the sea of competing browns and deep color tones in surrounding products. The variant banners, with consistent information hierarchy and a clear flavour variant identification system, make it straightforward and welcoming for consumers to shop across the portfolio and increase basket size. Tim Hortons is proud to be a part of the Keurig K-cup pod recycling program. The new pods are recyclable in 95 per cent of Canadian municipal recycling programs, and the easy three-step process is clearly marked on every box of Tim Hortons K-cup formats.

FOR ADDITIONAL DETAILS ON EACH ENTRY, PLEASE VISIT WWW.PAC-CANAWARDS.COM

2021 BEST IN CLASS



A Entrant **Gogo Quinoa Puffs**
Entering Company Name: **Pigeon Brands Inc.**
Brand Owner: **2 Ameriks**

F Entrant **Scotts Turf Builder Custom Seed Blend**
Entering Company Name: **Bridgemark**
Brand Owner: **Scotts Canada Ltd.**

I Entrant **Dainty - Premium Rice of Asia Collection**
Entering Company Name: **Pigeon Brands Inc.**
Brand Owner: **Dainty Foods**

M Entrant **TANAKA 1789 X CHARTIER**
Entering Company Name: **forceMAJEURE Design**
Brand Owner: **GLion Group**

B Entrant **Oliveri Italia**
Entering Company Name: **Bridgemark**
Brand Owner: **Riviana Foods Canada Corporation**

F Entrant **Danone GO!**
Entering Company Name: **Pigeon Brands Inc.**
Brand Owner: **Danone Canada Inc.**

J Entrant **Mastercraft**
Entering Company Name: **Davis**
Brand Owner: **Canadian Tire**

N Entrant **GoodFood**
Entering Company Name: **Tempo Plastics Limited**
Brand Owner: **GoodFood Market**

C Entrant **Clark**
Entering Company Name: **Bo Branding & Design Agency Ltd.**
Brand Owner: **Aliments Ouimet-Cordon Bleu Inc.**

G Entrant **Real Pops**
Entering Company Name: **Pigeon Brands Inc.**
Brand Owner: **Everreal**

K Entrant **HERSHEY'S Ice Cream Inspired Candy Bars**
Entering Company Name: **Pigeon Brands Inc.**
Brand Owner: **Hershey Canada Inc.**

O Entrant **Tim Hortons Pocket Wrap**
Entering Company Name: **Tim Hortons**
Brand Owner: **Tim Hortons**

D Entrant **Post Timbits Cereal**
Entering Company Name: **Marks**
Brand Owner: **Post Foods Canada**

H Entrant **Three Farmers**
Entering Company Name: **Bridgemark**
Brand Owner: **Three Farmers**

L Entrant **Danone Light & Free by Artists**
Entering Company Name: **Pigeon Brands Inc.**
Brand Owner: **Danone Canada Inc.**

P Entrant **Tim Hortons Hot Beverage Lid**
Entering Company Name: **Tim Hortons**
Brand Owner: **Tim Hortons**

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STRENGTH IN NUMBERS

Recovering value from waste through closer collaborations to create a Circular Economy for plastics

By George Roter

Plastics play an important role in our society. However, our plastics system is broken.

We take-make-waste and, as a result, millions of tonnes of plastic escape into the environment, end up in landfills, or are burned.

This is not only harming biodiversity, using up natural resources, and contributing to the climate crisis, but it is also harming our businesses and wasting billions of dollars of valuable materials.

We know that something has to change. Despite good intentions and considerable action on this issue over many years, the problem persists.

This is because while many companies are making individual commitments to address plastic waste, they are limited in what they can do because many of the barriers to progress require shifts of a systemic nature.

Put simply, one organization alone—or even one industry—cannot achieve the vision of a Circular Economy for plastic, where plastic never becomes waste.

Achieving a vibrant and viable circular plastics economy will take new levels of innovation and collaboration.

We need businesses from across the plastics value chain—resin makers, converters, goods makers, retailers, waste management companies and recyclers—coming together with governments and NGOs (non-governmental organizations) to work on solutions.

This collaboration is starting to take shape right now with recent formation of the **Canada Plastics Pact (CPP)**.

The CPP is an industry-led, cross-value chain collaboration platform for innovation. Through their shared ambition, combined expertise, and cooperation, the 50-plus *Partners of the Pact* are beginning to co-create national solutions to plastic waste and pollution.



This group of Partners has come together because they are motivated by the New Plastics Economy vision of the **Ellen McArthur Foundation** and being part of a global **Plastics Pact** network, joining numerous other Plastics Pacts in Europe, Africa, North America, Latin America and elsewhere. They have come together because they know they cannot achieve the change they seek alone.

The Partners imagine a circular plastics economy where we've removed any unnecessary plastic items, in which the plastics we do need are reusable, recyclable or compostable, and where all the plastic items we use are recirculated in the economy and kept out of the environment.

They imagine a time when plastic production is fully decoupled from the

consumption of finite resources, and where its production is carbon-neutral, or even carbon-negative.

"The Canada Plastics Pact is the must-be place for anyone searching for the solutions to packaging challenges that we are all facing as we strive for circular solutions," says Catherine O'Brien, Senior Vice-President of Corporate Affairs for **Nestlé Canada** and Board Chair of the Canada Plastics Pact.

"By creating the collaborative space that spans the plastics value chain, and through embracing clear action backed by support of the many influential players in the Pact, the CPP is integral to the transition to a circular economy for plastics," O'Brien states.

By working collaboratively, and understanding each Partners' unique role in the plastics economy, the Partners will





change the way we design, use and reuse plastics.

Through the CPP, these Partners are focused initially on plastics packaging, and motivated by clear, actionable 2025 targets. These include:

- Defining a list of plastic packaging that is problematic or unnecessary and taking measures to phase them out.
- Ensuring that 100 per cent of plastic packaging that CPP Partners put on the market is reusable, recyclable or compostable, at-scale and in-practice.
- Undertaking ambitious actions to boost the plastic packaging recycling

rate in Canada from around 12 per cent today to 50 per cent.

- Ensuring that CPP Partners have 30-percent recycled content, on average, across their whole portfolio of plastic packaging.

These audacious goals will not be easy to reach, but they form an important milestone on the way to a Circular Economy for plastic packaging. They also become possible through collaboration across the value chain.

In that spirit, CPP Partners are collaboratively developing a clear, achievable **Roadmap to 2025** action plan that will be published later this fall. This position paper will identify the specific barriers that need to be overcome, strategic priorities that will focus the energy of the CPP, areas ripe for scale-up, pilot or demonstration projects, research and data gaps, and clear actions that CPP Partners can take right away.

In parallel to this roadmapping process, CPP Partners are participating in four pre-competitive Working Groups: re-designing packaging for circularity, recycled content, data and reporting, and plastic narratives.

Partners also become better informed through new research commissioned by the CPP—mostly recently a comprehensive look at the plastic packaging flows in Canada—and make connections across the value chain through invite-only events and knowledge sessions.

By bringing together key players from across the local plastic value chain, uniting behind a common vision, committing to collective targets, forging connections through working groups, and creating the collective roadmap, the vision for a circular

economy for plastics can be turned into action at-scale.

The CPP serves as the collaborative, enabling mechanism that brings together business, government, NGOs and other key stakeholders together behind a common vision, to implement national solutions.

There is no one solution to the plastics problem: there are many. But by working together, the many progressive Partners who make up the Canada Plastics Pact are actively bridging gaps and collaborating across the value chain to come forward with solutions that no one actor can find on their own.

“I’m energized by the momentum of the CPP and the opportunity to collaborate with all of its Partners in realizing a circular economy for plastics,” says Leonardo Giglio, Optimist and Chief Executive Officer of **Tempo Flexible Packaging**.

“The future of flexible packaging needs to be circular if we are going to continue success in business, while also reducing waste in the environment,” Giglio states.

“Finding solutions and inspiring change for the future is what we are doing together as Partners of the Canada Plastics Pact.”

To summarize, the Canada Plastics Pact Partners see many opportunities for plastics in the Circular Economy, and they are actively investing in ensuring their business’ prosperity, while also working to protect our collective future.



GEORGE ROTER is Managing Director of **Canada Plastics Pact**, a multi-stakeholder, industry-led collaboration launched earlier this year to tackle plastic waste and pollution in Canada.

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