

# Improving Packaging Sustainability with Clysar® Shrink Film

As a packager, there is growing pressure to meet demand for sustainable alternatives. You're asked to reduce, minimize and optimize packaging. You're challenged to quantify improvements throughout the package life cycle. You're asked to validate that materials are responsibly sourced, with a transparent chain of custody.



Clysar is making great strides toward assisting you to be more sustainable and successful with three focus areas:

## 1 Education

Providing you with information and knowledge about sustainable shrink packaging in order to make informed, data-driven decisions and improvements.

## 2 Market-leading sustainable shrink films

Delivering shrink film solutions that meet goals for recyclability, pre-consumer recycled content and/or reduction in packaging materials and waste.

## 3 Responsible manufacturing with third-party certification

Verifying that Clysar is a responsible packaging manufacturer that offers third-party quality, food safety and product certifications; labeling prequalification; and reporting on our environmental impacts and emissions.

## Education: Plastics with a Positive Impact

We know there is pushback against plastics like shrink film, and the concept of "good plastic" is hazy at best. Yet when the total packaging and product life cycle is considered, Clysar® polyolefin shrink film is a responsible choice.



Many Clysar® shrink films work toward what the United Nations calls "the circular plastics economy," in which materials are reused and waste is reduced. We've created a number of resources including video, infographics and online content to help tell this story. Visit <https://clysar.com/sustainability/>.

### A Healthy Material: Clysar® polyolefin shrink film is a plastic with a positive impact.

- ✓ It is an inert plastic with low total impact that is safe and non-toxic.
- ✓ It eliminates unfavorable materials like polyvinyl chloride (PVC). Still used in some shrink packaging applications, PVC contains chloride, which releases toxins during manufacturing and in the recycling stream.
- ✓ It reduces food waste and contamination, safeguards quality and freshness.
- ✓ It offers hardworking protection and shelf appeal with minimum material.

### A Low Overall Footprint: Compared to materials such as metal, glass and corrugate, Clysar® polyolefin shrink film is a low-impact solution.

- ✓ It requires fewer resources and energy to produce and recycle.
- ✓ It requires less energy to transport (both rolls and finished packages).
- ✓ It is thin and lightweight, with low package-to-product ratio (typically only 1%-2% of all packaging material volume).
- ✓ It generates significantly less waste for the landfill.\*

\*While recycling is a goal, we must acknowledge the importance of volume in landfills due to actual low recycling rates and infrastructure challenges.

# Sustainable Films: Solutions for Targeted Strategies

Today's brand owners are looking for sound, economically feasible alternatives to meet their sustainability commitments. Clysar offers many solutions:



## Recyclability

Recyclable packaging is one of the leading sustainability goals of consumer goods companies. This demand can be met with the Clysar® EVO™ family of recyclable films, which are prequalified by **How2Recycle®** for store drop-off at more than 22,000 locations.



## Recycled Content

Incorporating recycled content is another leading CPG packaging target. Many Clysar® films contain pre-consumer recycled content, produced from Clysar® ReClaim™



pre-consumer resin certified by **SCS Global Services**.

## PVC Replacement

For applications currently using PVC shrink films (polyvinyl chloride), Clysar offers high-performance alternatives with improved material health.



## Logistics Efficiency

Clysar® EVO-C™ and HPG-C Confidential films can reduce package volume as much as 80% by replacing bulky corrugate boxes. A secondary packaging solution, the films improve cube utilization, reduce tare and DIM weight cost, and deliver efficiencies in transportation and warehousing.



## Source Reduction/Right-Gauging

Clysar® shrink films are ideal for reducing packaging material and cost, eliminating fill or layers of packaging and delivering

## Responsible Manufacturing: Ethical, Transparent, Informed

Brand owners are increasingly concerned about upstream supplier responsibility. At Clysar, being a responsible company is more than making sustainable shrink films. It's also about being an ethical, transparent organization that operates sustainably and is attuned to your needs.

We have debuted a customer-facing sustainability team, as well as an internal environmental team, to manage energy use and operational impacts. We are on track to publish our first corporate sustainability report that includes Scope 1 and 2 greenhouse gas emissions.

We have also significantly invested in our ability to respond to inquiries about material certifications, and obtain assistance with **How2Recycle®** labeling applications, life cycle analyses, RFP data and more. We maintain memberships with the Association of Plastic Recyclers, the Flexible Packaging Association and the Sustainable Packaging Coalition to increase our knowledge and work toward shared goals.



## Making Sustainability Good Business

Together, we can deliver successful packaging projects for sustainability initiatives that add value, demonstrate leadership and shrink our shared footprint. For more information, talk with your Clysar representative or contact Christine Grant, Clysar Sustainability Manager, at 563-259-3384 or [christine.grant@clysar.com](mailto:christine.grant@clysar.com).