

Eco-Friendly Packaging

There are a variety of options to consider when looking at eco-friendly packaging for your products



Eco-friendly packaging opportunities have come up previously in some of our past Industry Articles. Reducing environmental impact is something that touched all aspects of the retail packaging industry. Customers will always need packaging to help protect and transport their purchases and the demand to reduce the environmental impact of that will continue to increase. Whether it's bag bans, responsible sourcing, reducing packaging or using recycled materials, there are many ways to incorporate best practices into your packaging needs.

It's important to ask your supplier the right questions when fulfilling a packaging need. For instance, did you know that paper bags with rope handles can't be recycled until the rope is removed, which may result in them going to the landfill instead? Paper or paper-rope handles can help alleviate that challenge. Or have you considered that aesthetically appealing reusable bags can act as a marketing message for other potential customers or remain top-of-mind for past customers as those bags are reused on a regular basis? Limiting the impact of your packaging and extending its lifespan can be great ways to promote your brand and add value for your customer.

Eco-friendly packaging decisions can help lead to a better brand image, which hopefully can translate to increased sales too. According to the [Retail Industry Leaders Association](#), over 27% of all adult Americans make purchasing decisions based on their personal, social and environmental principles and are willing to pay up to 20% more for environmentally responsible products. It is important to extend that demand through to your packaging in order to deliver a consistent experience and stand-out amongst competitors.

Developing more eco-friendly packaging solutions can enhance your overall brand perception and help add value for your customer. Classic PKG Direct is happy to help with any of your packaging needs. Eco-friendly packaging can be a great way to stand out amongst competitors and encourage potential customers to choose you.



Industry Spotlight: Oak + Fort

Beginning in 2010 in Vancouver, OAK + FORT now has over 18 locations across North America. OAK + FORT provides accessible luxury womenswear, menswear, jewelry, accessories and homeware with a modern minimalist approach. Recently, Classic PKG Direct helped OAK + FORT create a cohesive customer experience by producing a 100% recyclable retail shopping bag with precise design elements that align with their brand. The addition of the paper-rope handles over the traditional cotton or polyester makes their bags both high end and eco-conscience. Many consumers do not know that traditional rope handles need to be removed from paper bags prior to recycling, and OAK + FORT reduces the risk of non-recyclables entering the stream.

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