



# The Shift: Implementing PCR Flexible Packaging to Minimize Virgin Plastic Dependency

In the realm of sustainable practices, businesses are exploring innovative solutions to decrease the utilization of virgin plastics. The integration of flexible packaging options into product portfolios has emerged as a compelling avenue. This strategic shift not only results in an average reduction of **70%** in overall plastic usage, but also facilitates the incorporation of post-consumer recycled material (PCR).

**Understanding PCR:** PCR is recycled plastic material derived from consumer waste, which undergoes a comprehensive process encompassing collection, sorting through cleansing, and reprocessing to yield novel packaging materials. The infusion of PCR content into flexible packaging serves a twofold purpose by diminishing the demand for virgin plastic and preserving the environment through the diversion of plastic waste from landfills and oceans.

The advantages stemming from embracing flexible packaging with PCR content:

**Environmental Stewardship:** The utilization of PCR content contributes to the circular economy, thereby mitigating the necessity for new plastic production. This endeavor effectively reduces greenhouse gas emissions, conserves energy, and mitigates the depletion of natural resources.

**Waste Mitigation:** The integration of PCR content plays a pivotal role combating the abundant amounts of plastic waste on our planet. By re-purposing discarded plastics, it alleviates the strain on landfills and prevents plastics from infiltrating fragile ecosystems.

**Consumer Attraction:** As sustainability assumes paramount significance for consumers, brands that incorporate PCR demonstrate a steadfast commitment to eco-friendly practices. This aligns with an expanding demographic that actively seeks out environmentally responsible products.

The transition toward utilizing PCR content in flexible packaging signifies a momentous leap toward a more sustainable future. The undeniable benefits, in terms of environmental preservation and consumer gratification, underscore the significance of this strategic shift. As companies increasingly embrace this approach, they do not only diminish their ecological footprint but also inspire and encourage others to partake in the collective journey towards a greener, more sustainable world.

