



# WHAT IS THE FUTURE OF YOUR PACKAGING?

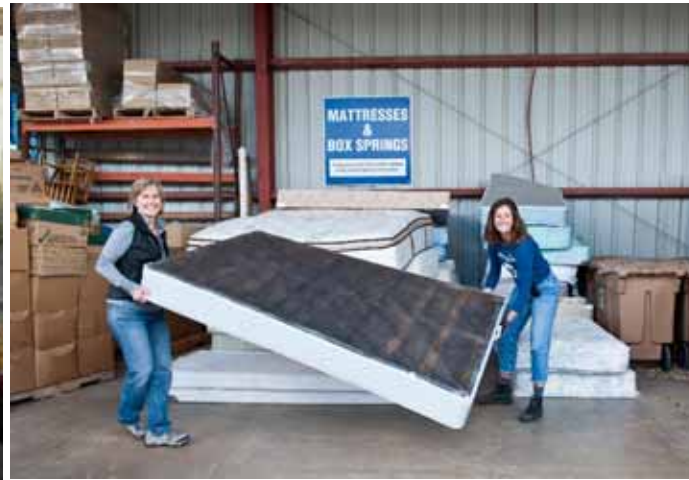
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RECYCLE COLORADO ★ JUNE 2019



## Who is Eco-Cycle?

- One of oldest and largest NGO recyclers in the world
- Located in Boulder, Colorado, USA
- 65 employees, 50,000 tons/year
- Hands-on experience in every aspect of Zero Waste







**GOAL**

**ALL PACKAGING IS  
REUSABLE  
RECYCLABLE OR  
COMPOSTABLE  
BY 2030**

# We need to consider the entire system

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# PACKAGING ASSESSMENT TIERS



**PREFERRED**



**ACCEPTABLE**





**AVOID**



*SUPPLEMENTAL PACKAGING DESIGN IMPROVEMENTS*



# ASSESSMENT EXAMPLE: FLEXIBLE POUCHES

 <b>PREFERRED</b>	 <b>ACCEPTABLE</b>
<ul style="list-style-type: none"><li>• Redesign for reuse</li><li>• Redesign for film recycling</li><li>• Support industry coalition for change</li></ul>	<ul style="list-style-type: none"><li>• Compostable</li><li>• Bio-based</li><li>• Curbside recycling compatible</li><li>• Terracycle collection</li></ul>





# DESIGN IMPROVEMENTS



**INCREASE  
RECYCLED CONTENT**



**HOW2RECYCLE  
LABELING**



**LARGER PACKAGING SIZE,  
BULK SALES**





## AVOID THESE OPTIONS

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**PYROLYSIS &  
CHEMICAL RECYCLING**



**HEFTY ENERGY  
BAG**



**DEGRADABLE PLASTIC  
ADDITIIVES**





# COLORADO NEEDS BRAND LEADERSHIP!

**LEAD BY EXAMPLE**

**SUPPORT STATE +  
LOCAL POLICY**

**CHAMPION ZERO  
WASTE AS A  
CLIMATE SOLUTION**