



# INTEGRITY SOLUTIONS

*Sustainable Packaging  
Consulting*

DEC 2024

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# ABOUT

## *Our Company*

We are a European consulting firm that supports consumer goods companies with **sustainable packaging choices** and their **cost-effective implementation**.

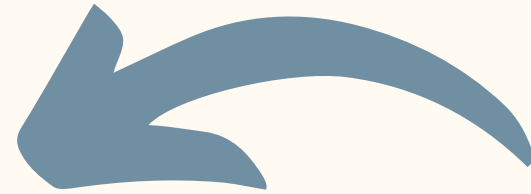
Packaging choices are not straightforward!  
We help you navigate various options, **strike a balance** that aligns with your **unique business objectives**.



# ARE YOU PUZZLED

*by questions like these?*

- What sustainable packaging solutions could we consider and how to make an informed choice?
- How can we assess the sustainability of our current packaging, and what further steps can we take?
- What are the consequences of maintaining our current packaging approach?
- How can we streamline our packaging to cut costs effectively?
- How do the EU's new Packaging Regulations (PPWR, Green Claims) impact our business?
- What certifications or eco-labels should we consider for our packaging?
- How can we attract consumers with sustainable packaging?



**HOW TO STRIKE A BALANCE?**

**IS IT YOUR PACKAGING Dilemma?**

# WHAT IS *Sustainable Packaging?*

it aims to address 5 key elements:

- **Reduced packaging waste**

- **Minimized use of natural resources**

- **Reduced emissions**

- **Responsible sourcing**

- **Economic viability**



# WE HELP YOU TO...

*Solve your packaging dilemma*

## PACKAGING REGULATIONS

Comply with packaging regulations (PPWR, Green Claims)

## PACKAGING CONCEPT

Develop or find off-the-shelf sustainable packaging concepts appreciated by consumers

## COST & SUPPLY

Reduce packaging costs and find packaging suppliers or co-packers

## MARKETING & COMMUNICATION

Embed sustainable packaging values in your brand image and certify claims

# PROJECT

*Examples*

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## SUSTAINABLE PACKAGING CONSULTING

- **COMPARING SUSTAINABLE PACKAGING OPTIONS AND SCENARIOS**
  - **OPTIMIZING COSTS IN THE PACKAGING VALUE CHAIN**
    - **DEFINING A PACKAGING VISION THAT COMPLIES WITH PACKAGING REGULATIONS**
  - **OPTIMIZING PACKAGING CONCEPTS TO IMPROVE THEIR ECO-PROFILE AND REDUCE COSTS**
- **FINDING OFF-THE-SHELF SUSTAINABLE PACKAGING CONCEPTS**
  - **EXPLORING ALTERNATIVE PACKAGING MATERIALS AND SOURCING THEM**
    - **SUPPORTING CERTIFICATION OF MARKETING CLAIMS**





# 5 REASONS TO ACT

*On sustainable packaging*

## REGULATIONS

New packaging regulations with tough targets and strict deadlines (e.g., EU PPWR, EU Green Claims)

## COST

Financial exposure due to evolving plastics tax and EPR (Extended Producer Responsibility) fees

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## PRESSURE

Reputation and brand image exposure in case of non-compliance or inaction

## MARKET ACCESS

Evolving retailers' rules regarding packaging to be present on their shelves

## CONSUMER

Loss of consumer loyalty in case of non-compliance or inaction



# NEXT STEPS

*At no cost for you*

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01.

**IS SUSTAINABLE  
PACKAGING YOUR  
BUSINESS PRIORITY?**

Review your business  
priorities conducting  
Materiality Assessment  
with your team

[READ OUR ARTICLE](#)

02.

**ASSESS YOUR  
STARTING POINT**

Try our FREE self-  
assessment to identify  
areas for improvement

[5MIN SELF-CHECK](#)

03.

**REVIEW THE FIT OF  
OUR SERVICES FOR  
YOUR NEEDS**

Check our website to  
know more about our  
approach

[OUR WEBSITE](#)

04.

**TALK TO US ABOUT  
YOUR NEEDS**

Book with us a 30-minute  
FREE call to discover how  
we can help you

[BOOK A CALL](#)

# OUR TEAM

*Expertise*



**ANNA PERLINA**  
**Sustainable Packaging  
Consultant & Founder**



- 17 years in FMCG
- 8 years in Strategic Procurement
- Packaging spend: \$900 million
- Expertise in lightweighting, downgauging, alternative bio feedstocks, recycled content, barrier paper and coatings, alternative packaging concepts, plastics reduction, loss analysis, productivity programs, in-house digital printing, make vs. buy studies, portfolio harmonization, investment supplier agreements, packaging strategy, corporate packaging commitments, and complex commercial activities.



**JOSUA STOLL**  
**Sustainable Packaging  
Consultant**



- 10 years in Packaging Development
- 16 years in Procurement/Category Mgt
- 15 years in Project Management
- 18 years in Supply Chain
- Expertise in new product launches, revamping existing products, packaging development at the R&D stage, carbon footprint reduction, transport optimization and validation, productivity, outsourcing strategies for contract manufacturing, POS centralization programs, rightweighting, sustainable materials, and supplier relationship management.

# THANK YOU

*Keep in touch with us*

- Email us : [anna.perlina@integrity-solutions.ch](mailto:anna.perlina@integrity-solutions.ch)
- Book a call
- [www.integrity-solutions.ch](http://www.integrity-solutions.ch)
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