

A Guide To Sustainable Secondary Packaging

Developing eco-friendly cartons that deliver results



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Make a positive impact with your packaging choices.

In today's world, the importance of sustainability cannot be overstated. Customers are increasingly looking for eco-friendly alternatives, and businesses are responding to this demand.

For companies in the personal care and cosmetics industries, adopting sustainable secondary packaging is not just a choice; it's a necessity. This guide will help you understand why sustainable secondary packaging is essential and how to implement it effectively.



1. Protecting the Planet

The cosmetics and personal care industries are known for their environmental impact due to excessive packaging and non-recyclable materials. Sustainable secondary packaging can significantly reduce this impact by using eco-friendly materials that are biodegradable or easily recyclable.

In fact, approximately **88%** of consumers say they are more likely to buy products from brands that demonstrate a commitment to environmental sustainability.
(Source: GlobalWebIndex)

2. Retail Shelf Presence

Sustainable packaging can set your products apart on store shelves. Unique and attractive eco-friendly designs can grab consumers' attention and create a lasting impression.

Did you know? **77%** of consumers consider a product's packaging when making a purchase, and 55% are willing to pay more for products with eco-friendly packaging.
(Source: Asia Pulp & Paper Consumer Survey)

3. Meeting Customer Demand

Consumers today are more conscious of their environmental footprint and prefer brands that share their values. By offering sustainable packaging options, you align your brand with your customers' values and increase brand loyalty.

More than **62%** of consumers say their purchasing decisions are influenced by a brand's environmental and social values, including sustainable packaging practices.
(Source: Deloitte Global Millennial Survey)

4. Safety and Product Security

Sustainable secondary packaging not only benefits the environment but also safeguards your products. Sturdy and reliable packaging ensures that your makeup, skincare, and sunscreens reach customers intact, reducing the risk of damage during transit.

A Nielsen study found that **73%** of global consumers say they would 'definitely' or 'probably' change their consumption habits to reduce their environmental impact. This includes choosing products that are environmentally friendly.



Case Study: RMS Beauty

Client Overview:

RMS Beauty is a renowned cosmetics brand committed to providing high-quality, clean beauty products while maintaining a strong focus on environmental responsibility. They sought a packaging solution that aligned with their sustainability goals without compromising on product presentation.

Challenges:

RMS Beauty needed eco-friendly packaging for their cosmetics line that reflected their brand's values. They approached Knockout Packaging with a specific request: cartons that were 100% Post-Consumer Recycled Content (PCR) and printed using vegetable oil-based inks.

Solution:

Knockout Packaging worked closely with RMS Beauty to develop an innovative and sustainable packaging solution. They sourced premium 100% PCR paperboard, ensuring a zero-waste approach. The printing process utilized vegetable oil-based inks, further reducing environmental impact.

Results:

The collaboration resulted in eco-conscious folding cartons that not only met RMS Beauty's sustainability standards but also maintained the luxurious appearance expected by their customers. These cartons demonstrated the brand's commitment to reducing its ecological footprint and were well-received in the market.

IS SECONDARY PACKAGING IMPORTANT?

In short, absolutely. There are some brands who forego secondary packaging to avoid the cost and materials associated with it. However, they are missing out on many of these **key benefits of using secondary packaging**.

Product protection: Secondary packaging provides an additional layer of protection for products during transportation, handling, and storage. It helps prevent damage, breakage, and contamination.

Reduced Theft and Tampering: Secondary packaging can include security features like tamper-evident seals or anti-theft mechanisms, safeguarding products against theft and tampering.

Informational and Educational: Packaging can convey essential product information, usage instructions, and safety warnings, aiding customers in making informed purchasing decisions.

Sustainability Messaging: Eco-friendly secondary packaging communicates a brand's commitment to sustainability, appealing to environmentally conscious consumers.

Enhanced Brand Visibility: Secondary packaging allows brands to showcase their logos, branding, and marketing messages, increasing visibility and recognition on store shelves.

Organization and Shelf Display: It helps retailers organize products neatly on shelves, making it easier for customers to find what they're looking for and creating an appealing, organized retail display.

Customization and Personalization: Brands can customize secondary packaging to align with specific promotions, seasons, or holidays, allowing for flexibility in marketing strategies.

Protection from External Factors: Secondary packaging can shield products from external factors like light, moisture, and temperature fluctuations, preserving product quality.

These benefits highlight the importance of well-designed secondary packaging in retail environments, as it not only protects products but also plays a crucial role in branding, marketing, and customer satisfaction.

Case Study: Brush on Block

Client Overview:

Brush on Block, a leading sun protection brand, prioritizes both product quality and environmental responsibility. When seeking sustainable folding cartons for their products, they faced challenges related to color matching and production proximity to their co-packer.

Challenges:

Brush on Block had concerns about maintaining consistent Pantone color matching across their product line, a critical aspect of their brand identity. Additionally, they needed short lead times and manufacturing close to their co-packer to optimize supply chain efficiency.

Solution:

Knockout Packaging collaborated closely with Brush on Block to address their concerns. They employed vegetable oil-based inks for printing, ensuring vibrant Pantone colors while adhering to sustainability standards. To meet short lead time requirements and improve logistical efficiency, manufacturing facilities were strategically located close to Brush on Block's co-packer.

Results:

The sustainable folding cartons not only achieved precise color consistency but also reduced Brush on Block's environmental footprint. Additionally, the proximity of manufacturing facilities streamlined the supply chain, enhancing operational efficiency and reducing transportation-related emissions.



DOES BIODEGRADABLE PACKAGING MAKE A DIFFERENCE?

Certainly, using biodegradable unit cartons offers various advantages, aligning with sustainability goals and environmental responsibility. Here are 10 benefits of using biodegradable unit cartons:

- 1. Reduced Environmental Impact:** Biodegradable cartons break down naturally, reducing the burden of non-recyclable waste in landfills and decreasing pollution.
- 2. Lower Carbon Footprint:** Biodegradable materials typically have a smaller carbon footprint compared to traditional packaging materials like plastics or non-recycled paper.
- 3. Resource Conservation:** The production of biodegradable cartons often requires fewer natural resources, such as water and energy, contributing to resource conservation.
- 4. Compliance with Regulations:** Using biodegradable materials can help businesses comply with evolving environmental regulations and reduce the risk of fines associated with non-sustainable packaging.
- 5. Positive Brand Image:** Brands that prioritize biodegradable packaging are viewed as environmentally responsible and are more appealing to eco-conscious consumers.
- 6. Consumer Preference:** Many consumers actively seek out products with biodegradable packaging, leading to increased sales and brand loyalty.
- 7. Versatile Packaging:** Biodegradable materials can be adapted to various packaging needs, from food to cosmetics, offering versatility for different product categories.
- 8. Minimal Long-Term Impact:** When disposed of in the environment, biodegradable cartons break down into natural substances without causing long-lasting harm.
- 9. Innovation and Market Differentiation:** Investing in biodegradable packaging demonstrates a commitment to innovation and distinguishes your brand in a competitive market.
- 10. Support for Sustainable Practices:** Using biodegradable cartons aligns with broader sustainability initiatives and demonstrates a company's dedication to sustainable business practices.

By opting for biodegradable unit cartons, businesses can not only reduce their environmental footprint but also cater to the growing demand for eco-friendly products. This shift not only benefits the planet but also enhances brand reputation and potentially drives consumer loyalty.

Case Study: Pink Moon

Client Overview:

Pink Moon, a boutique beauty brand, aspired to launch a new product line with eco-friendly packaging that exuded luxury while keeping budget in mind.

Challenges:

Pink Moon faced the challenge of reconciling luxury aesthetics with eco-consciousness for their Gua Sha Facial Oil launch. Their past experiences with color inconsistencies from other packaging companies underscored the importance of precise color matching for brand cohesion.

Solution:

Knockout Packaging collaborated closely with Pink Moon to address these concerns. They employed thick card stock to mimic the appearance and feel of a rigid box, achieving the desired luxury effect while maintaining sustainability and budget constraints. Pantone colors were utilized to ensure color accuracy, and vegetable oil-based inks and varnishes were chosen to align with eco-conscious values.

Results:

The collaboration resulted in sustainable folding cartons that not only met Pink Moon's budget but also upheld their commitment to environmental responsibility. The precise color matching further enhanced the brand's visual consistency, contributing to a successful product launch. This innovative approach showcases how sustainable folding cartons can blend luxury aesthetics with eco-friendliness while adhering to budget constraints.



HOW TO GET STARTED

Use this self assessment to evaluate your current packaging as the first step on your sustainable packaging journey.

Yes No

- Is it made from biodegradable materials that break down naturally without harming the environment?
- Does the packaging incorporate recycled materials to reduce the consumption of new resources?
- Evaluate your design, is it minimalist and efficient, avoiding unnecessary layers or components?
- Are non-toxic, eco-friendly inks used for printing on the packaging to minimize chemical exposure during decomposition?
- Is the secondary packaging designed to be easily recyclable or, even better, reusable for other purposes?
- Does the packaging carry certifications such as FSC (Forest Stewardship Council) or SFI (Sustainable Forestry Initiative) to verify responsible sourcing of materials?
- Is the packaging free from or limited in its use of plastic materials to reduce plastic waste? Look out for laminations applied after printing, this is a thin layer of plastic that protects the ink but hinders recycling efforts.
- Are eco-friendly, water-based adhesives used in the construction of the packaging?
- Does the packaging include labels or markings that educate consumers about its sustainable features and disposal instructions?
- Have you assessed and ensured that your packaging supplier follows sustainable and ethical manufacturing practices?

How did you do? If you're seeing a lot of No's, it's time for a packaging makeover! Working with a trusted packaging professional allows you to create sustainable secondary packaging that is both beautiful and in line with your brand's values.

NEXT STEPS

Ready to make a move? Here are some things to consider as you set out to make your packaging more eco-friendly.

Now: Brainstorm phase

Think about what sustainable packaging means to you and your brand. How can you incorporate your values into your packaging? This may spark discussions that are fundamental to your brand's identity. Consider what level of change is needed. Are minor tweaks required to make your packaging more sustainable such as switching inks or paper stock, or do you need a full overhaul? If you're not sure, chat with your packaging partner to consider various solutions.

1 Month from Now: *Initial concepts*

Work with your graphic designer and packaging partner to incorporate your brand's identity into your packaging. The entire process from concept to delivery can take anywhere from 3-6 months depending on your design. Chat early and often with your packaging manufacturer to ensure your ideas can be made with sustainable practices in mind.

2 Months from Now: *Design & Prototyping*

Touch, see and test. Feel the paper stock you'll be using, look at the colors in print, test whether the carton holds the weight of your product. Ensure you are 100% satisfied that your packaging is true to your brand and will stand out on retail shelves.

3-6 Months from Now: *Have your new, sustainable packaging in hand!*

Production times vary across manufacturers. For example, at Knockout Sustainable Packaging Solutions the lead time from design approval to delivery is 3-4 weeks. A good rule of thumb when considering your packaging timeline is 1-2 months of design and 1 month of production time.

CLOSING THOUGHTS

- It's never too soon to start thinking about your options.
- Consider why you want to make a change and let that drive you on your journey toward sustainable packaging.
- Staying true to your brand's core values is important in developing packaging that will stand out in a retail setting as being uniquely yours.
- Enlist the help of packaging professionals who can outline your options and make your decisions so much easier than doing it on your own.



Creating earth-conscious secondary packaging.

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