

# 4 PACKAGING MYTHS BUSTED

Separating fact from fiction when it comes to packaging and sustainability.

## MYTH 1:

“Banning the use of plastic in packaging is the best way to alleviate plastic pollution”

Plastic is a high-performing material and ensures protection for a range of applications across the likes of medical, pharma, food and beverage, so that they're safe for people to use. When designed well, this is with minimal material and low carbon footprint.

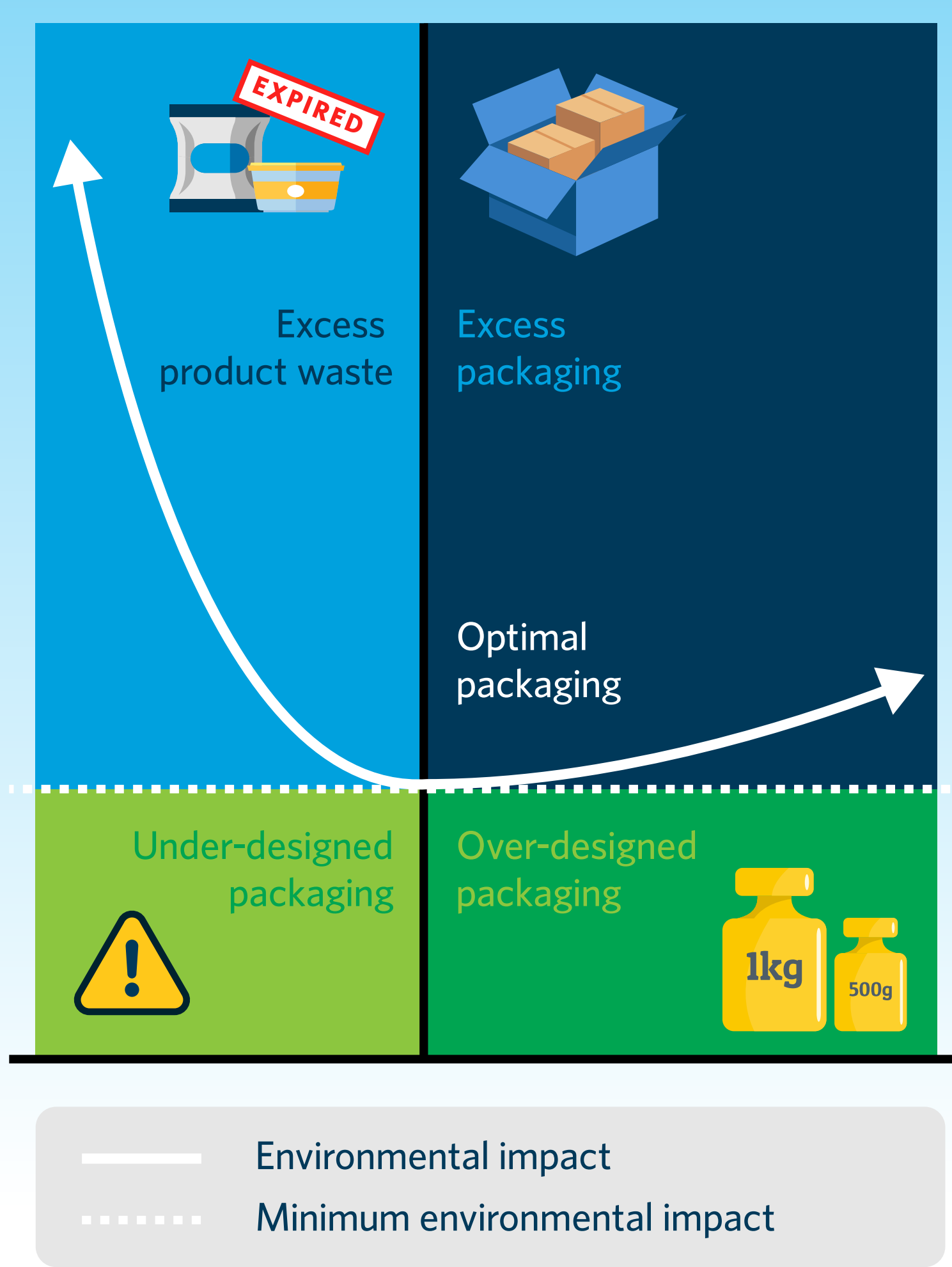
Currently, there is no quick and easy substitute for plastics that is free of significant drawbacks, such as increased food waste, loss of product protection, or increased packaging carbon footprint.



## MYTH 2:

“Using as little packaging as possible is the most environmentally positive strategy”

### Environmental impact



Actually, packaging needs to be balanced with protection: insufficient packaging increases food waste, which means carbon efficiency falls because more carbon is embodied in the food itself vs the packaging (in most cases, less than 10% of the carbon footprint of a packaged food product is related to its packaging).

Packaging needs to be optimized for shelf-life, freshness, and supply chain efficiency, while using the least amount of packaging material to achieve this.

## MYTH 3:

“Mono-material plastic packaging is the most sustainable”

This is typically untrue because using a pure mono-material for products such as food and medical goods, where protection from oxygen/humidity and sterility is paramount, would necessitate packaging materials several centimeters thick (vs. material thickness in the range of 0.1 mm).

It is more sustainable to use polyolefin films with micro-thin barrier layers that do not restrict recycling, to ensure functionality yet keep the packaging just a fraction of a millimeter thick. Amcor's AmLite product is one such example.



## MYTH 4:

“Food packaging is ‘single-use’”

One of the biggest confusion creators in the debate on plastics is lack of clarity around the term “single-use” plastic.

Most packaging used for food is far from single-use because it is used to portion, protect, transport, store and dispense food products. This is not the same as a drinking straw or a coffee cup lid, which may be used only momentarily and then thrown away.

