

Sustainable Packaging

Challenges for the industry today

With vast numbers of interpretations of key terms, such as “sustainability” “bio-materials” and “recycling”, it is challenging to choose the right path forward, regardless of your position within the packaging value chain.

Further complicating matters are the variations in local and global regulations, waste collection methods, recycling infrastructure, and consumer behaviors.

Service and approach

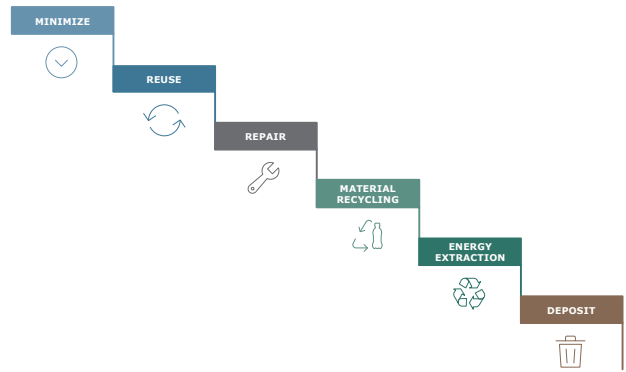
AFRY works with the entire packaging value chain – All the way from setting up sustainability strategies to facilitating the reuse or recycling of packaging materials.

We are truly independent – from suppliers to materials and can give you the best advice for your needs!

Whether you're seeking strategy development, innovative packaging solutions, operational refinement, or a consultative partner, AFRY possesses the expertise you require.

In our portfolio we have tools such as:

- Lectures and workshops
- Material knowledge
- Sustainable packaging solutions
- Packaging & pallet optimization



Content of the offering

Challenges: The complexity of defining a sustainable packaging solution and its impact on the various steps within the value chain.

Approach: We identify the aspect that holds the greatest potential for achieving a more sustainable packaging solution.

Outcome: A foundation for decision-making grounded in a sustainability perspective, for packaging solutions that meet the market's requirements

Expected outcome:

Elevated comprehension and informed decision-making regarding sustainable packaging with expected results, such as:

- Transition to sustainable packaging materials and a reduction in the utilization of non-sustainable materials.
- Optimized and more efficient transportation packaging.
- Fulfilment of legal and market requirements.
- Increased competitiveness.