

# SUSTAINABLE TIMES



Delivering the total package.™

QTR 4 2023 | ISSUE 20



## APC BECOMES ISCC+ CERTIFIED



APC has recently received ISCC+ Certification for 5 of its Centers of Excellence which include Columbus and Deforest, WI, Chili and Rochester, NY, and Story City, IA. This certification allows APC to source and convert advanced recycled resins and films for use

in the manufacture of customer products requiring circular content and tracks the usage through a mass-balance accounting process. Unlike traditional mechanically recycled content, the advanced recycled process converts materials to the molecular level offering a feedstock that can be used to produce new plastic materials with properties equal to virgin plastic. This certification provides an additional and complementary option to mechanically recycled materials for those customers wishing to utilize circular content. The inclusion of recycled content is beneficial promoting circularity, reducing the use of virgin plastics, and lowering greenhouse gas emissions.

APC BECOMES ISCC+ CERTIFIED | PG 1

APC TAKES FIRST STEPS TOWARDS EMISSIONS REDUCTIONS | PG 2

ON THE PATH TO PROGRESS | PG 2 - 4

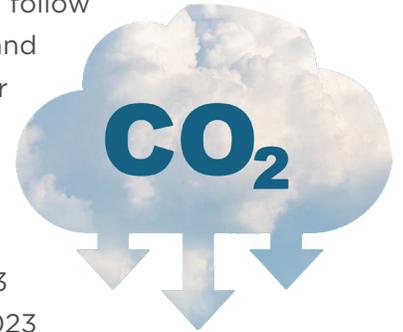
OUR MISSION | PG 4

## APC TAKES FIRST STEPS TOWARDS EMISSIONS REDUCTIONS

A growing number of brand owners have taken on ambitious goals to reduce their emissions with the focus on reducing global warming to 1.5 °C above pre-industrial times. The Science-Based Targets initiative (SBTi) is the corporate climate action NGO that works to review company emissions data and established targets for compliance as well as monitoring the progress of those reduction on an annual basis. Reductions in Scope 3 emissions related to the supply chain are a major focus as this category is often the largest contributor to company emissions. This category includes purchased goods and services, capital goods, inbound and outbound transportation, waste, and employee commuting, business travel, and related categories. As brand owners work to reduce their overall emissions, they are pressuring

their supply chain to follow similar measures and work to reduce their emissions.

In response, APC is working to calculate Scope 1, 2, and 3 emissions for the 2023 calendar year and establish this as a baseline. The plan is to use this baseline data and submit emissions reduction targets to the SBTi by September of this year. An element of this work will include development of an abatement and action plan on how to achieve those ambitious targets. Stay tuned for more to come as APC makes progress on this journey.



---

## ON THE PATH TO PROGRESS

*Article submitted by Abbey Phillips Crane, Technical Product Manager*

We are almost constantly seeing, hearing, or talking about sustainability in our everyday lives- maybe it's your friend telling you about a new meat alternative they are trying, your husband deciding it's time to compost, an ask to water your lawn less, or big claims being made about a product or packaging. All of the different language and icons, images and influencers may leave you scratching your head, or feeling a bit lost. For me, this is exciting! Talking is big first step, gaining an understanding of the language

and metrics as a part of every day life means we are on the progress path!

With so much excitement and activity around sustainability how does a company, with iconic and household brands, navigate this journey? Which path should they be taking? The short answer- there isn't a wrong one! Identifying the path means we are making progress. We can break this path down into three areas of the sustainability journey- interest, challenges, and ways of working.

# ON THE PATH TO PROGRESS

## INTEREST

Confection companies are exploring a variety of sustainable paths. With the complexity of product needs, manufacturing networks, and marketing messages the approaches differ at the company level, the brand level, and product level. A few examples of interests:

**Flow Wraps-** Paper bar wrappers, both heat seal and cold seal options, white PE to replace CavWOPP, compostable for minis

**Bags & Pouches-** All PE pouches (barrier and non), heat sealable paper, recycled content (mechanical & Advance), biobased materials

Projects are also ongoing to explore what comes next. Is it regenerative source materials, coatings made from bio based or ceramic materials? What seems like it may be out of a sci-fi movie could be here before we know it.

## CHALLENGES

There is no one size fits all solution for sustainable packaging, and the space continues to evolve at a rate faster than our industry has seen before. A few of the considerations and questions we ask during development:

**Materials-** PE print webs using different orientation technologies (limited supply, not interchangeable), adding functionality to paper, material sources and evolution (many papers coming from the EU). There is a need to re-establish.

**Machines-** Purchase of change parts to accommodate new materials such as forming collars, seal jaw patterns, handling systems for finished packs, and date code system compatibility.

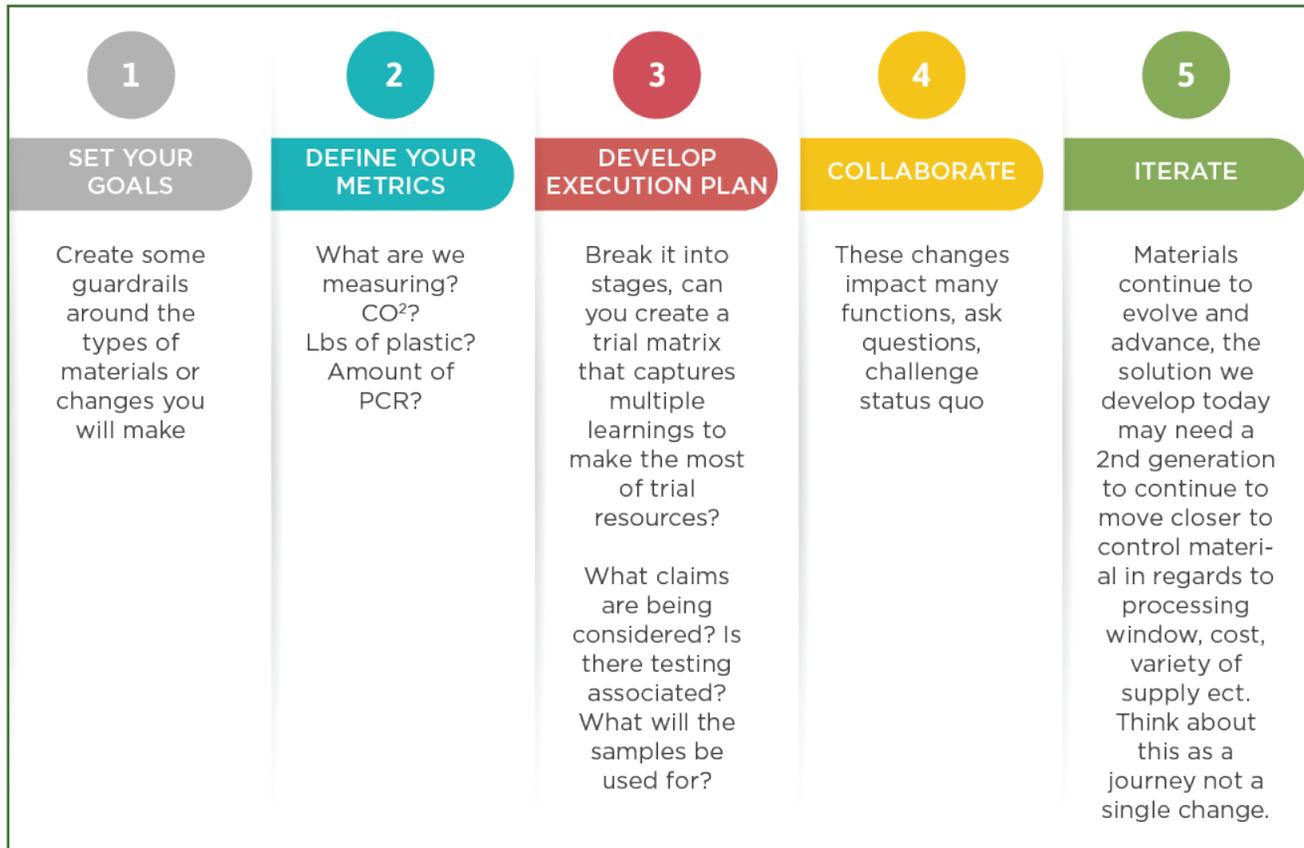
**Collection-** What is the right way to communicate these material changes? What sort of claims should be made? How do we measure consumers acceptance of change? Will the change in opening feature, clarity, or removal of metallization have an impact?

**Product-** What are the true product needs or mode of failure? Is there room to adjust the shelf life claims? Could we do a dieline change to optimize the package?

## WAYS OF WORKING

How do we takes these ideas, tackles challenges and still drive change? Collaboration is the key to success. Aligning stake holders as early as possible, including packaging and machine suppliers, in the development process will help drive a smoother journey.

## ON THE PATH TO PROGRESS



We tend to hear from customers “What are the others in my category doing?” “What is Walmart saying?” “Are we behind?”. To answer that I recommend a stroll through your local grocery store- are you seeing new packaging claims? Check out the latest on industry websites such as Packaging Digest or Packaging World,

engage with organizations such as Sustainable Packaging Coalition and Association of Plastic Recyclers. Be come a part of the conversation, the only direction is forward and in order for the industry to evolve we have to go together, no matter which paths we choose.

## OUR MISSION

Sustainable Times is a quarterly newsletter compiled by American Packaging Corporation that is designed to educate, provide industry highlights and keep you informed of sustainable

solutions being developed by APC. If you have any questions, please feel free to contact your sales representative or Jeff Travis at [jtravis@americanpackaging.com](mailto:jtravis@americanpackaging.com).