

SUSTAINABLE PRACTICES FOR BAKERY PACKAGING

This year has been pivotal for sustainable packaging. Many large CPG companies set ambitious goals to enhance their packaging portfolios, but achieving these targets has proven more challenging than anticipated.

As we reach the midpoint of the year, numerous companies have had to revise their goals to more realistic timelines. This adjustment does not signify the end of sustainable packaging efforts; rather, it underscores the continuous effort required to achieve a circular economy. Companies should persist in evaluating their packaging portfolios to identify sustainable packaging solutions that can enhance their environmental impact. Here are some key strategies:

Eliminating problematic or unnecessary packaging

The baking industry has a significant opportunity to transition from multi-material and unrecyclable paper/plastic laminated products to recyclable monomaterial solutions. Multi-material packaging, which combines different types of plastic, paper and other materials, is nearly impossible to separate and contaminates the recycling stream. Additionally, it may not provide the necessary barrier properties for a longer shelf life, leading to increased food waste. Companies should review their packaging portfolios to identify and replace problematic or unnecessary packaging structures with mono-material solutions that are right-sized for each application.

Down-gauging or right-gauging

Many bakeries may be using bags that are thicker than necessary. One of the easiest cost-saving opportunities is to reduce the film thickness to the minimum gauge possible without compromising performance. This not only helps reduce bag costs and plastic usage but also lowers companies' extended producer responsibility (EPR). As more states introduce costly EPR legislation, it is crucial to reduce the packaging weight as much as possible. St. Johns Packaging is pushing the boundaries of multi-layer polyethylene extrusion and developing solutions that are right-gauged for each application while also maintaining recyclability.

Reducing virgin plastic

Reducing film thickness is a crucial first step in minimizing virgin plastic usage. However, it is also possible to

integrate recycled or bio-based content without compromising bag recyclability. St. Johns Packaging is a pioneer in this area, offering commercial solutions such as mechanical or advanced recycled content that comply with global food-contact regulations, as well as materials produced from renewable sources such as by-products from other industries. Both can result in an improved environmental impact. All these alternatives remain within the polyethylene family, ensuring the recyclability of the bag.

Commitment to sustainability

St. Johns Packaging is truly focused on offering sustainable and economically viable packaging solutions for the baking industry while also reducing food and plastic waste.

Let's work together to make bakery packaging more sustainable.



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