



Sustainability



Sustainability is meeting our own needs without compromising the ability of future generations to meet their needs.

Using environmentally friendly products to obtain sustainability is a growing trend for most consumers and businesses. The environment has been an increasing priority to not only the United States but consumers across the Globe! Many have joined the efforts to create a circular economy. A circular economy is based on the principles of eliminating waste and pollution, keeping products and materials in use, and regenerating natural systems.

Creating a circular economy requires that the packaging industry take an active role in helping brands find the right sustainable solutions with the proper end goals that does not take away from their current packaging and brand design.

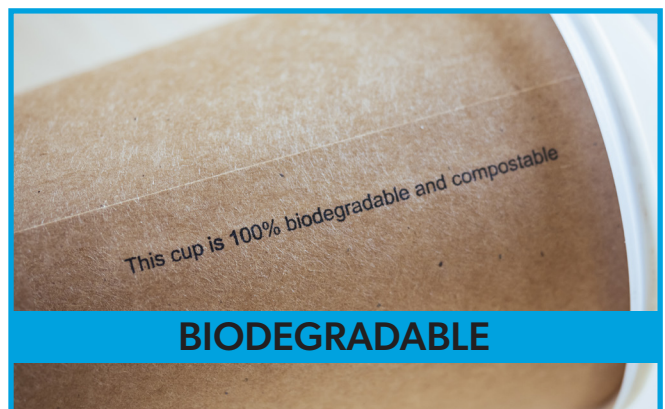


Improvements in the printing process and advancements in printing techniques have assisted with improving sustainability and environmental impact in the print world. Efforts to improve sustainability include reducing pollution and waste, improving health and safety, operating efficiently, and saving money.

Sustainability efforts to produce the same aesthetic packaging with environmentally friendly materials is the goal for many brands across the world. There are some key factors to consider when deciding how to make your packaging more ecofriendly including materials, inks, adhesives, and products end-of-life.

Materials

Eco-friendly materials are frequently renewable, non-toxic, and non-harmful to the environment. These materials can include:



Many plastics can be recycled at a drop-off recycling location or be picked up right from your house. But just because a products packaging is recyclable does not mean that the packaging is completely sustainable. The inks and adhesives used on the packaging are equally important as the base material.

Inks

It is important to consider not only the base material or substrate of your packaging but the inks and adhesives that are also used to design your packaging.

Solvent based inks can contain chemicals that are harmful to the environment. A more sustainable solution is to use water-based inks on your packaging. Water based inks are ecofriendly and can give a very similar appearance as its counterpart, solvent based inks. It is significant to Consumer Goods brands their branded colors remain consistent across all packaging, marketing, and print platforms to ensure brand awareness. If your packaging and print has used solvent-based ink in the past, testing may be required when switching to water-based inks to ensure that branded colors remain consistent. Most water-based inks will have the same shine, brightness, and appearance as a solvent-based ink. However, it is always good to ensure any sustainability changes to your packaging won't effect your brand appearance.



Adhesives

Synthetic adhesives are just as harmful to the environment as solvent-based inks. Using renewable adhesive derivatives is a great option for the environment. Solutions can include using a water-based adhesive that washes away with water or dissolves at high temperatures in order to be removed before recycling.



Products End-of-Life

Going green and being sustainable complement one another. Going green is one step in the overall process of obtaining sustainability.

Sustainability starts with awareness and design. Going green is the last stage of an overall sustainability strategy. Going green reference to the three R's: Reduce, Reuse, and Recycle. A products sustainable solution should reduce landfills waste, be reusable, and be made of recycled materials that can be recycled again.

All great sustainability packaging strategies start as an idea and grow from there. Here are four steps to converting your packaging to be more sustainable.

- Developing an awareness of sustainability concerns and opportunities
- Develop a sustainability strategy/goal
- Design your packaging to be more sustainable
- Consider the three R's of going green and the end use of the packaging/product

Thank about your current product packaging and consider these questions when considering how to develop your sustainability strategy/goal.

- Will incorporating sustainable materials take away from your overall packaging aesthetics, performance, and brand design?
- Currently is the end-of-life of the product/packaging wasteful?
- Is there a process that is less wasteful but still meets the same end goal?
- Will it go to a landfill or be recycled?
- Can customer reuse it around the house?

Going green or sustainable is an overall process that may take a lot of planning, testing, and commitment. Whitlam Group is committed to continuous improvement. Work with us and we can help you identify your sustainability needs and meet your goals.



**Reuse
Reduce
Recycle**

SUSTAINABILITY

Improvements in the printing process and advancements in printing techniques have assisted with improving sustainability and environmental impact in the print world.



SOLAR ENERGY
Radiant light and heat from the Sun that is harnessed using a technology.



SAVE THE NATURE
saving the composition of Earth to as it is , as much as possible.



WIND ENERGY
Using wind to provide mechanical power through wind turbines.



WATER ENERGY
A renewable source of energy that generates power by using a body of water.



CONSERVATION
Prevention of wasteful use of a resource.

ENERGY SAVING
Making economical use of electricity, gas, or other forms of energy.



GREEN ENERGY
Energy that is generated from natural resources, such as sunlight, wind or water.

ECO FUEL

Allows drivers to increase their vehicle's fuel efficiency.



RECYCLING
Converting waste materials into new materials and objects.

Memberships and Affiliations



Certifications



Intertek

Intertek

About Whitlam Group

Whitlam Group is a leader of engineered label solutions and functional parts, solving complex label challenges for the world's largest corporations. Serving the automotive, industrial and consumer goods market for over sixty years, as a strategic partner. We understand the needs and processes of our customers and we proactively help them to achieve their objectives.

Learn more at www.whitlam.com



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