

How to Improve Packaging Sustainability

Goal: Reduce packaging waste, avoid problematic materials that disrupt the recycling process, and increase the recyclability of paper and plastic packaging. Choose the strategies that best align with your bakery's needs.

General Recommendations

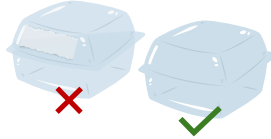
- Offer reusable items for dine-in customers to avoid disposable packaging



- Consider reusable, returnable packaging with a recyclable design
- Make this packaging the default option, and include its cost in item prices (SPC, 2024)



- Avoid materials that leave an adhesive residue
- Make sure stickers can be removed cleanly (Gürlich et al., 2021)



- Include clear recycling instructions on packaging, like separating lids and cups (Gürlich et al., 2021)



- Check if your local waste management accepts compostable packaging, as many do not (SPC, 2021)

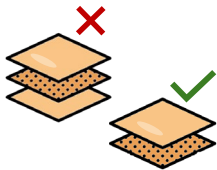


- Avoid carbon black ink and strong dyes
- Use non-bleeding inks, embossing or laser engraving (Gürlich et al., 2021)



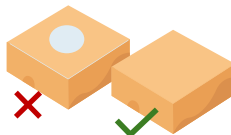
Paper-Based Packaging

- Choose uncoated and unlaminated paper products with a high fibre content (over 95%) whenever possible



- For coated paper packaging, choose single-sided plastic coatings and avoid double-sided plastic or wax coatings

- Avoid paper packaging with plastic windows, as these are usually not recyclable despite the visual appeal (Gürlich et al., 2021)



Plastic Packaging

- Follow the Golden Design Rules for Plastic Packaging



References

- Canada Plastics Pact. (n.d.). *The golden design rules for plastics packaging*. <https://goldendesignrules.plasticspact.ca/>
- Gürlich, U., Kladnik, V., Tacker, M., & Kreuzinger, M. (2021). *Packaging design for recycling: a global recommendation for circular packaging design* [Technical Report]. World Packaging Organization. <http://dx.doi.org/10.13140/RG.2.2.32048.69121>
- Sustainable Packaging Coalition. (2021, January). *Understanding the role of compostable packaging in North America*. <https://sustainablepackaging.org/wp-content/uploads/2023/07/UnderstandingCompostablePackagingGuide.pdf>
- Sustainable Packaging Coalition. (2024). *Framework for scaling reuse*. https://sustainablepackaging.org/wp-content/uploads/2024/10/SPC_Reuse-Framework_2024_FINAL.pdf