



SUSTAINABLE FILM SOLUTIONS

Talking Packaging Innovation with Charter NEX

Demand for a lower carbon footprint and more sustainable packaging has never been greater among consumers and brand owners. Many leading brand owners have gone as far as to set long-term sustainability goals which require 100% of their packaging to be fully recyclable. Today, many leading associations estimate that less than 20% of flexible packaging is actually recycled, which leads us to the question: what can we do to change that?

Charter NEX has developed a family of film solutions called GreenArrow which were developed with a sustainability-first mindset. These films aim to rewrite the historical equation between packaging performance and recyclability. According to Nielsen, products which make claims around sustainable manufacturing procedures and business practices are seeing significant growth over similar conventional products. Charter NEX, through the GreenArrow portfolio, aims to enable brand owners to make similar claims around the sustainability of their packaging.

In advance of the American Packaging Summit, we spoke to Charter NEX about how they are innovating in sustainable packaging, why they are committed to helping their customers find sustainable packaging solutions, and how the GreenArrow product line supports this goal.



Produced by Generis Group
generisgp.com



Why is sustainable packaging an important initiative for Charter NEX? How do GreenArrow films fit into the larger portfolio of film solutions from your company?

As one of the industry's largest film manufacturers in North America, we are committed to leading the pursuit of environmentally sustainable packaging. This initiative aligns very well with one of our guiding principles, which is "investing in our people and our future."

We look at packaging holistically and through a total life cycle approach. We look not only at reducing the overall packaging footprint, but also at things like reducing food waste and leakages that may occur during transportation and logistics.

The GreenArrow portfolio of films is one of many examples of how our company is constantly looking to push the boundaries of film and packaging to create more sustainable solutions for our customers. The introduction and branding of our GreenArrow product line is very purposeful as this has drawn our innovation team to have a sustainability-first mindset.

What makes the GreenArrow product family environmentally friendly? Where does it fit into the sustainability hierarchy of reduce-reuse-recycle?

The product family has three components meeting requirements at all stages in the sustainability hierarchy.

1. **Reduce:** Sustainability efforts begin with reducing the amount of packaging we use. GreenArrow films are developed to reduce materials, providing similar performance at lighter weights and thinner gauges. Typically, we utilize higher performance materials to reduce the packaging to product ratio, which is ultimately focused on doing more with less.
2. **Reuse:** Many of these films are developed using renewable bio-based polymers or post-consumer recycled content enabling brand owners to reduce their carbon footprint.
3. **Recycle:** These films are developed to meet the content requirements for the How2Recycle program. We've made significant developments in this space to provide our customers with film solutions which can convert packages which are multi-material to single ply, simpler solutions which are fully recyclable.

Has the difficulty of recycling films meant that films have generally been left out of the push for sustainable packaging, or have they contributed in other ways?

Films used in flexible packaging have been an integral part of the push for more sustainable packaging.

For instance, foods such as baby food, which have been traditionally packaged in metal cans or glass have now converted to pouches using high performance films. We call that a rigid-to-flexible conversion. Conversions such as this are going on across the industry with the goal of reducing the packaging weight and carbon footprint. So instead of thinking of films being left out of the push, we believe our innovation in films has been a driver of the push for more sustainable packaging.

Is there a tradeoff between quality and sustainability in packaging? Why might people have this perception?

It really depends on the performance characteristics being targeted. For example, for film products that incorporate post-consumer resins (PCR), typically the higher the percent of the PCR added, the more imperfections (called gels) you will see in the film. Aesthetically, this is a compromise. However, what's interesting is that if brand owners can overcome the visual issues with using recycled content, we've found unique manufacturing processes to manage the loss in performance from using these materials, such as seal integrity and seal strength. Charter NEX is committed to re-writing the 'trade off' between performance and sustainability.

How do you source your materials and validate that the content is truly sustainable?

For bio-based and starch-based content materials, we work with third party agencies which certify either the polymers used or the final package. For recyclability, we work with the How2Recycle

program to validate recyclability.

Which commercial applications are GreenArrow films best suited to?

GreenArrow films were developed for a broad set of applications both in food and non-food packaging applications. The most notable areas are in situations where a pouch is used to hold multiple quantities of individually packaged product (like club store packages of cheese/nuts/dishwasher packs).

We are also excited to announce a new film solution within the GreenArrow product family which has moisture and oxygen barrier capabilities and can be recyclable. This development will allow for an even

broader set of applications in the retail and institutional food markets which require extended shelf life.

We are a solutions-focused company with the confidence and commitment to solve any

packaging problem that comes our way. We look forward to the opportunity to work with companies here at the American Packaging Summit on their next packaging challenge!

According the Flexible Packaging Association, less than 20% of flexible packaging is recycled today. CharterNEX is working to change this.



The GreenArrow family of film solutions were developed by Charter NEX with a sustainability-first mindset.

**GET IN TOUCH**

charternex.com

cnexinfo@charternex.com

(877) 411-3456

Charter NEX Films is a leading North American producer of high performance specialty films used in flexible packaging and other critical end-use applications such as food, medical, protective, and automotive. Our broad manufacturing capabilities, state-of-the-art equipment, and deep technical expertise enable us to develop engineered solutions to meet your most challenging needs. At Charter NEX, we believe in *A Better Way*. With our exclusive focus on film extrusion, we are in relentless pursuit to providing you the best film solutions found across the industry today. Whether it be coextruded or barrier, blown or cast – our breadth of capabilities combined with our commitment to superior quality and exceptional service, truly make us the ideal partner for your next development.

Connect with Charter NEX and learn more about sustainable packaging solutions at the American Packaging Summit! [View the Program](#)



Produced by Generis Group
generisgp.com