

Sustainable Packaging: A Converter's Perspective

*Responsible for the outcome. Not always
responsible for the decisions.*



Who are Paranova

Paranova is the UK's leading specialist FMCG packaging company



£250m
Annual Sales



~ 1,500
Employees



14
UK & EU facilities

#1 supplier to UK food retail packaging

1,650
customers

40,000+
SKUs/year

65+
printing lines

10,000t
recycled

£50m+
invested

Top 1%
global sustainable business

Core products:

Labels | Sleeves | Cartons | Trays | Films | Lined Board

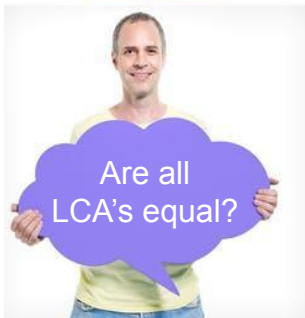
Serving:

Produce | MFP | Food-to-go & Convenience | Ambient | Non-food



paranovaprintandpackaging.com | 15 July 2026

How to benchmark sustainable packaging



So how do we define what is sustainable packaging?

“ A packaging format or material that is holistically better for the environment than the one it is replacing ”

When packaging fails to meet its sustainability expectations, who is held responsible?

- The food manufacturer?
- The brand owner?
- The raw material supplier?
- The packaging converter?

Yet, who often chooses?

- The material?
- The pack format?
- The shelf-life requirements?
- The on-pack messaging?
- The cost target?

Often not the packaging converter



The Packaging Value Chain

Raw Material Producer → Paranova → Filler/Packer → Brand Owner → Retailer → Consumer

Stakeholder	Influence	Accountability when things go wrong
Raw Material Supplier	High	Low-Medium
Converter	Moderate	Very High
Filler/Packer	Moderate-High	Medium-High
Brand Owner	Very High	Medium
Retailer	High	Low
Consumer	Low	Low



The Sustainability Conversation

Typical customer request: ***"We need more sustainable packaging."***

What follows: ***We need....***

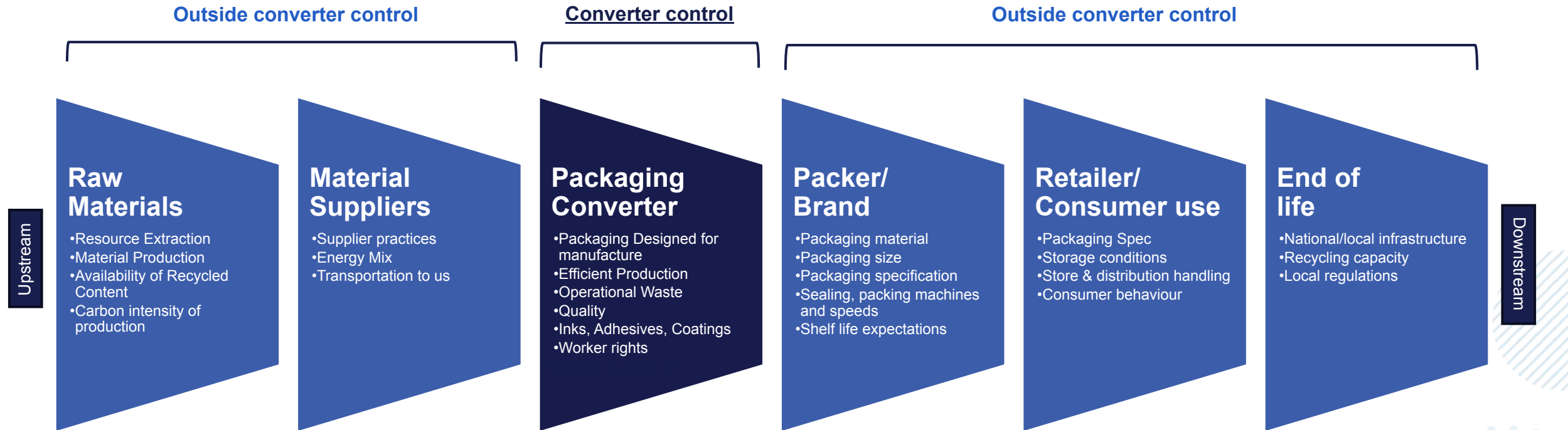
- *Same performance*
- *Same appearance*
- *Same shelf life*
- *Same speed*
- *Same cost*
- *Same risk profile*

However, sustainability is not simply a feature added to packaging.

It is a series of trade-offs.



What a converter cannot easily control



What a converter can control

What we can control

Packaging Designed for Manufacture	Design for manufacturability to maximise complexity, material use and production steps
Efficient Production	Optimise equipment, processes and planning to reduce resource use.
Operational waste	Minimise waste through our operations in set up and process and maximise reuse, recovery and recycling of this waste
Quality	Maintain high quality to reduce defects, rework, rejects and product loss
Inks, adhesives and coatings	Select lower-impact, compliant inks, adhesives and coatings and use them efficiently
Material suppliers	Work with suppliers to support responsible sourcing and continuous improvement
Worker rights	Ensure safe, fair and respectful working conditions across our operations



Benefits to packaging sustainability

Reduced material use and waste – smarter design choices reduce material, energy and emissions across the lifecycle
Lower energy use and emissions – efficient processes use less energy, reduce emissions and improve overall performance
Less waste – less waste, more recovery and cleaner operations support a circular economy
Protects products and extends shelf-life – Consistent quality maintains barriers and performance, reducing food waste
Lower environmental impact – responsible chemical choices reduce toxicity, emissions and end-of-life impacts
Better materials, lower impact – Strong supplier partnerships enable better materials, greater transparency and sustainable collaborations
Ethical operations – Respecting our workers builds trust, attracts talent and strengthens our license to operate



The sustainability opportunities nobody talks about

The conversation everyone has



The conversation that is missed

Energy & Carbon

- Electricity
- Gas
- Efficiency

Transport

- Raw material logistics
- Finished goods logistics
- Supply disruption
- Optimisation

Manufacturing Waste

- Set up waste
- Trim waste
- Ink losses
- Quality issues

Supply Chain & Human Rights

- Raw material origins
- Labour standards
- Responsible sourcing

Obsolete Stock

- Version changes
- Forecast errors
- Overordering
- Inventory write-offs

Operational Efficiency

- Press utilisation
- Make ready time
- Workflows
- Trained staff



Sustainability requires collaboration, not procurement

Current model (today)

Linear. One-way. Specification led.



Best practice model (2030)

Collaborative. Integrated. Outcome led.



How the future conversation looks

What changes by 2030

New conversation. New collaboration. New outcomes.

The conversation shifts

	From: Is this pack recyclable? →	To: What is the lowest impact way of delivering this product?
	From: Can we remove 10% of the plastic? →	To: Where is the biggest carbon reduction opportunity?
	From: Which substrate should we choose? →	To: Which manufacturing route delivers the lowest total environmental impact?
	From: Can you measure this? →	To: How should we design this together?

What we measure (2030)

 Total CO ₂ e per 1,000 packs	 Manufacturing waste %	 Renewable energy %
 Transport emissions	 Circularity performance	 Human rights Due diligence



What are we doing today

“*What about if we only produced sustainable packaging?*”

Coveris CEO, 2018



Renewable
energy sourcing

Carbon reduction
programmes

Waste reduction
initiatives

Sustainability
reporting

Recycling
production scrap
(Recover)

Process efficiency
projects

Supplier
engagement



What we need to do

To accelerate sustainable packaging



What slows sustainability in packaging

Lowest cost wins

Sustainability becomes a check-box, not a priority

Fixed specifications

Limits innovation and locks in below-par solutions

Late supplier involvement

Reduced time to influence better decisions

Single-issue targets

Focusing on one metric can create unintended trade-offs



What accelerates sustainable packaging

Shared objectives

Agree outcomes that are best for the planet and people

Early collaboration

Involve the right partners early to unlock better options

Whole-life thinking

Consider impacts across the entire value chain

Continuous improvement

Drive progress together nonstop

Sustainable Packaging

It is not a material choice

It is a design choice, supply chain choice, operational choice, commercial choice





Questions?

Adam Robinson
Head of Sustainability

M: 07784229195

E: adam.robinson@paranovaprintandpackaging.com



paranovaprintandpackaging.com

