

THE ADVENTURES OF ASH & NORM

GETTING SUSTAINABILITY INTO PRACTICE

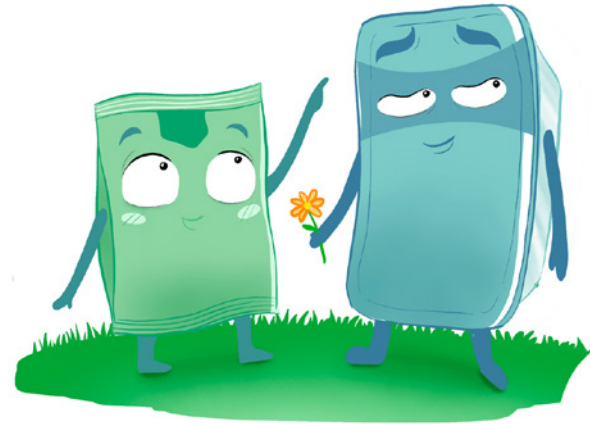


 **Green
Choice**
by  WIPAK

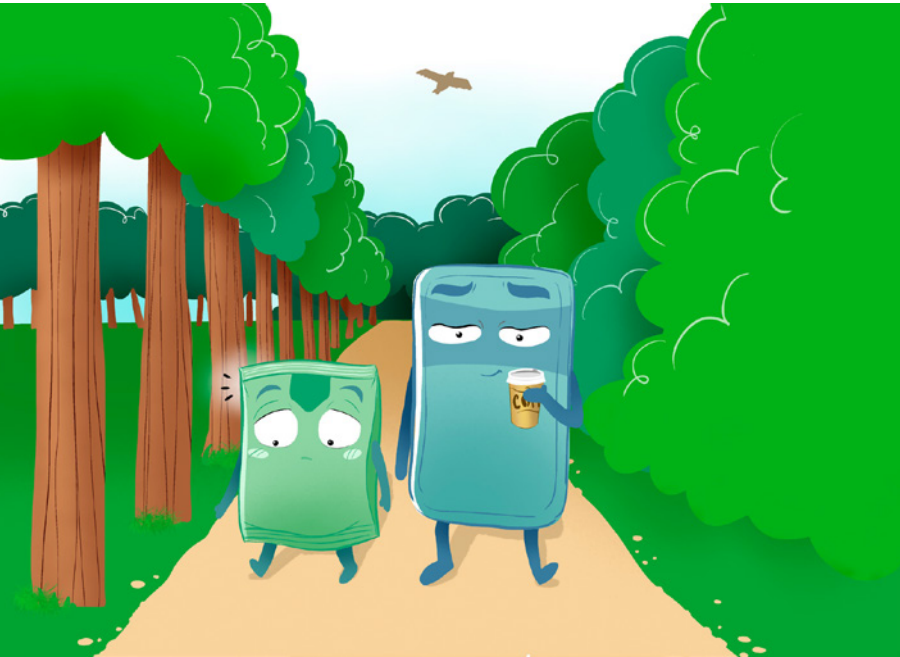
***"...REMEMBER NORM,
SUSTAINABILITY IS ALL ABOUT
BEING OPEN TO CHANGE."***


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CHAPTER 7: CLOSING THE LOOP



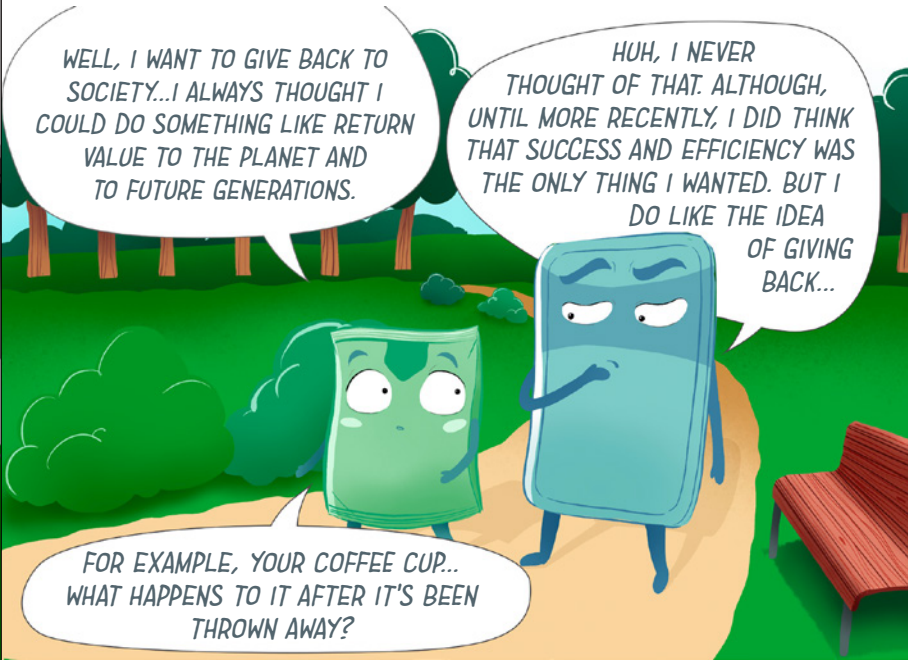
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AFTER THIS? ONCE OUR INTERNSHIP IS UP, I'LL MAKE MY WAY UP IN THE INDUSTRY LIKE MY DAD AND HIS DAD BEFORE HIM. I'LL DEFINITELY TRAVEL THE WORLD TOO, MAYBE HAVE A DRIVER AND A PRIVATE JET...

WHAT ABOUT YOU?



WELL, I WANT TO GIVE BACK TO SOCIETY... I ALWAYS THOUGHT I COULD DO SOMETHING LIKE RETURN VALUE TO THE PLANET AND TO FUTURE GENERATIONS.

HUH, I NEVER THOUGHT OF THAT. ALTHOUGH, UNTIL MORE RECENTLY, I DID THINK THAT SUCCESS AND EFFICIENCY WAS THE ONLY THING I WANTED. BUT I DO LIKE THE IDEA OF GIVING BACK...

FOR EXAMPLE, YOUR COFFEE CUP... WHAT HAPPENS TO IT AFTER IT'S BEEN THROWN AWAY?



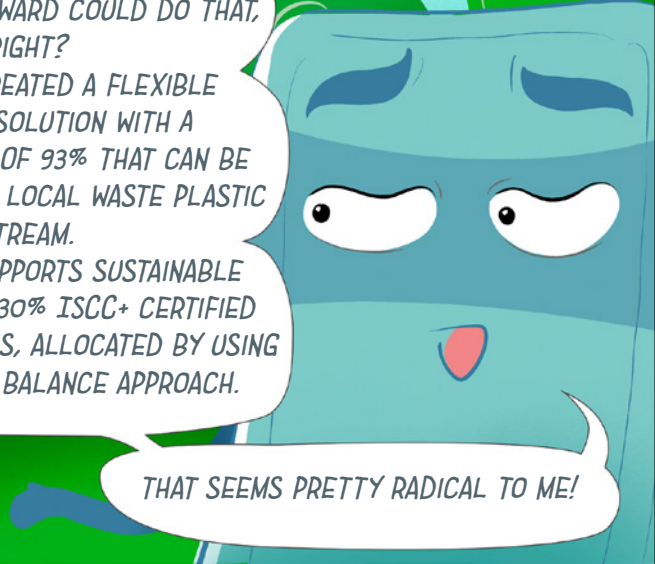
OH THAT? I GUESS IT GETS TURNED INTO PURE ENERGY - NOW, THAT'S EFFICIENT

I THOUGHT YOU'D SAY THAT. BUT ISN'T THERE AN ALTERNATIVE - SOMETHING BETTER THAN "PURE ENERGY"? COULDN'T IT BE REUSED OVER AND OVER AGAIN? COULDN'T IT SERVE A **GREATER PURPOSE?**



YOU MEAN LIKE, IN A CIRCULAR ECONOMY?

THAT'S EXACTLY WHAT I MEAN! WHAT IF WE DIDN'T FOLLOW THE TYPICAL PATH OF THE GENERATIONS BEFORE US, AND INSTEAD DID SOMETHING RADICAL?



OUR SUBMISSION FOR THE SUSTAINABILITY AWARD COULD DO THAT, RIGHT?

I MEAN WE CREATED A FLEXIBLE PACKAGING SOLUTION WITH A RECYCLABILITY OF 93% THAT CAN BE RECYCLED IN THE LOCAL WASTE PLASTIC STREAM.

AND IT ALSO SUPPORTS SUSTAINABLE SOURCING, WITH 30% ISCC+ CERTIFIED RECYCLED PLASTICS, ALLOCATED BY USING THE ISCC MASS BALANCE APPROACH.

THAT SEEMS PRETTY RADICAL TO ME!



IT IS A STRONG START - BUT WE CAN ONLY HOPE INTERNATIONAL LEGISLATION, TECHNOLOGY AND INFRASTRUCTURE DEVELOP TOO. IT'LL BE DIFFICULT TO CLOSE THE LOOP AND ACHIEVE WHAT WE'RE ENVISIONING WITHOUT ALL PARTS OF THE VALUE CHAIN JOINING FORCES AND STRAIGHT FORWARD TARGETS...

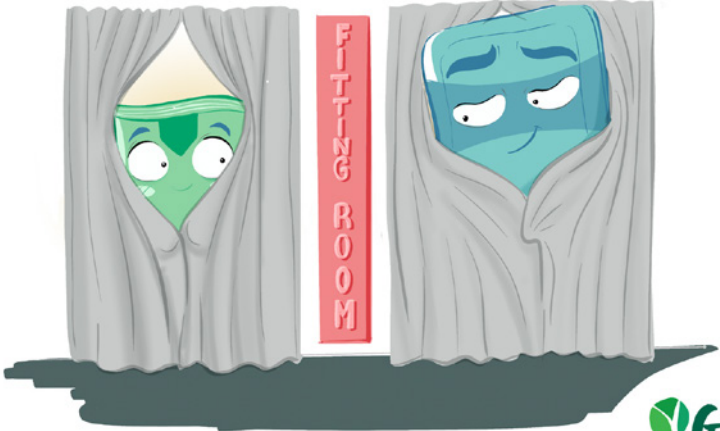
YOU'RE RIGHT - BUT DON'T FORGET, COLLABORATION HAS STARTED IN SO MANY WAYS ALREADY AND PEOPLE ARE TAKING MORE RESPONSIBILITY. LET'S SEE HOW THE AWARDS GO!



BETWEEN YOU AND ME,
WINNING AWARDS IS NICE BUT
CREATING REAL SOLUTIONS FOR A
CIRCULAR ECONOMY IS THE BEST
REWARD!

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CHAPTER 8: DRESS TO IMPRESS





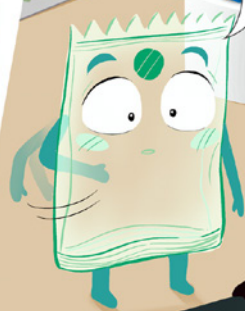




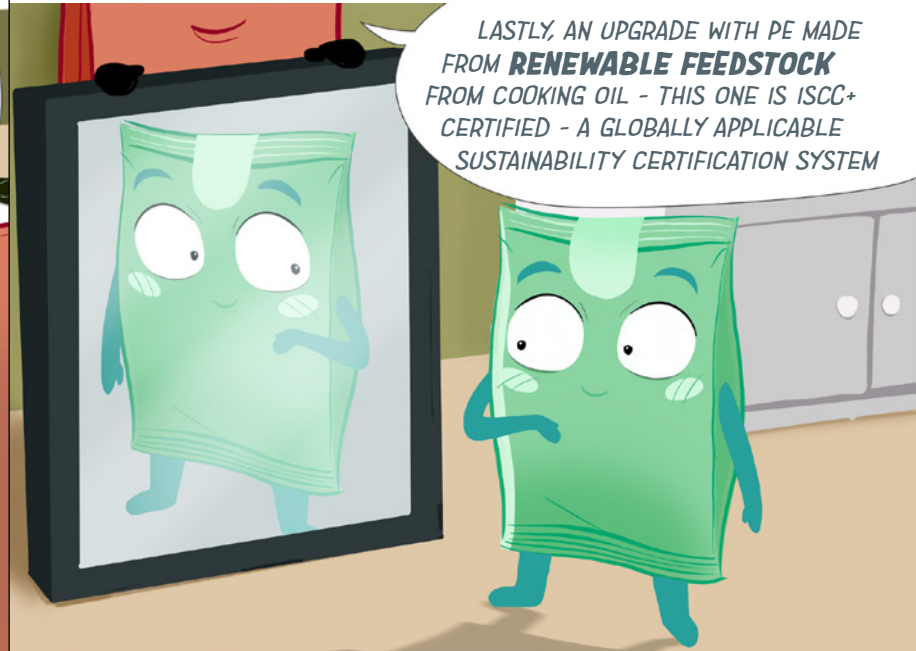
FIRSTLY, WE HAVE A **PAPER** CONTENT UPGRADE - ALL PAPER IS FSC® CERTIFIED FROM RESPONSIBLY SOURCED FORESTRY.



SECONDLY, WE HAVE THIS BEAUTIFUL **TRANSPARENT** UPGRADE WHICH WOULD MAKE YOU SHINY AND CLEAR - YOU'D LOOK FANTASTIC WITH THIS!



LASTLY, AN UPGRADE WITH PE MADE FROM **RENEWABLE FEEDSTOCK** FROM COOKING OIL - THIS ONE IS ISCC+ CERTIFIED - A GLOBALLY APPLICABLE SUSTAINABILITY CERTIFICATION SYSTEM



HMM THOSE ARE ALL GREAT OPTIONS EACH OF THEM OFFERING SOMETHING SPECIAL...

BUT I THINK I'LL GO WITH THE RENEWABLE FEEDSTOCK; I BELIEVE IT PERFECTLY MATCHES MY PERSONALITY. THAT WAY I WOULD REMAIN A RECYCLABLE PE MONO-MATERIAL, WITH A BIT LESS DEPENDENCY ON FOSSIL FUELS.

OOOH, AND ON TOP OF IT MY CO2 FOOTPRINT GETS SMALLER!

EXCELLENT CHOICE!

WOW, ASH!
THIS UPGRADE LOOKS
SO GOOD ON YOU!



NORM YOU LOOK GREAT! DID YOU LOSE WEIGHT?

THAT'S RIGHT, I LOST 20% OF MY WEIGHT - THEY CALL IT DOWNGAUGING. BUT ON TOP OF THAT, I GOT 30% OF MY MATERIAL REPLACED WITH RECYCLED CONTENT - CHECK IT OUT!

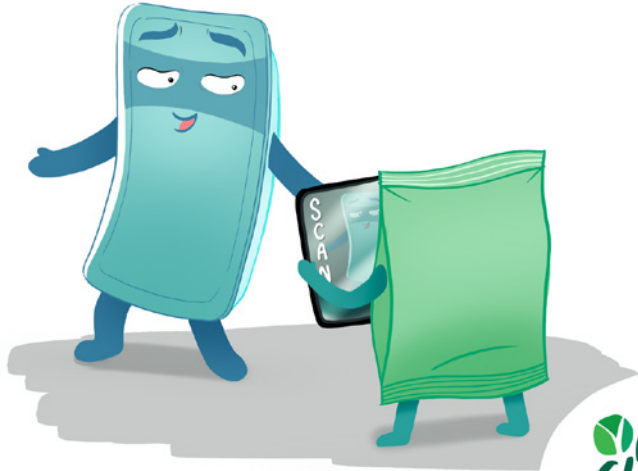


THAT'S AWESOME!

NOW WE'RE READY FOR THE SUSTAINABILITY AWARDS!

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CHAPTER 9: THE NEXT BIG THING



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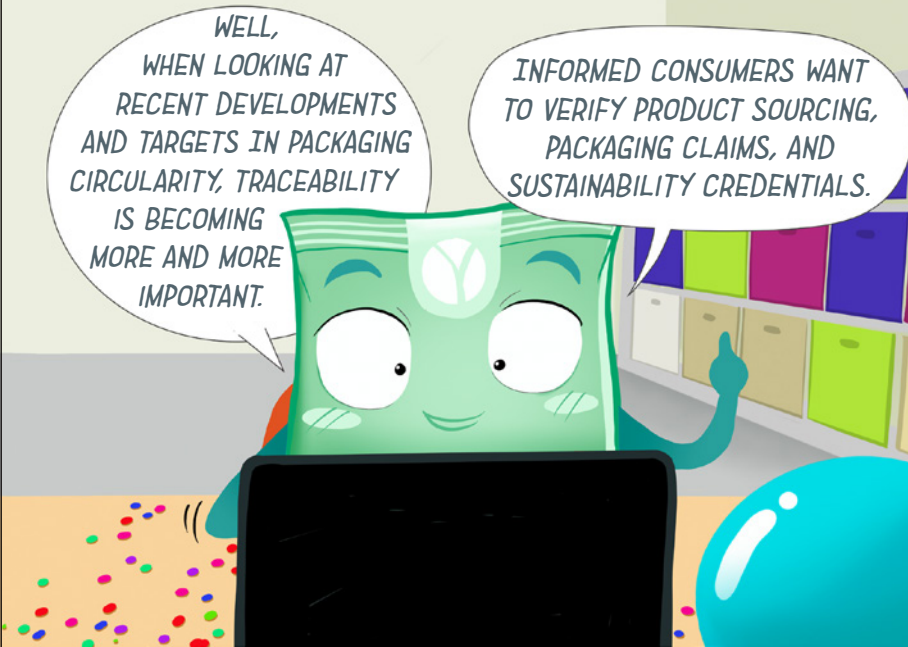
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WELL, **WE** COULDN'T HAVE DONE IT WITHOUT EACH OTHER... AND DON'T FORGET, SUSTAINABILITY IS NOT JUST SOMETHING WE TALK ABOUT ONCE! AS THE NAME SUGGESTS - IT'S SOMETHING THAT NEEDS TO BE SUSTAINED AND WORKED ON EVERY DAY.

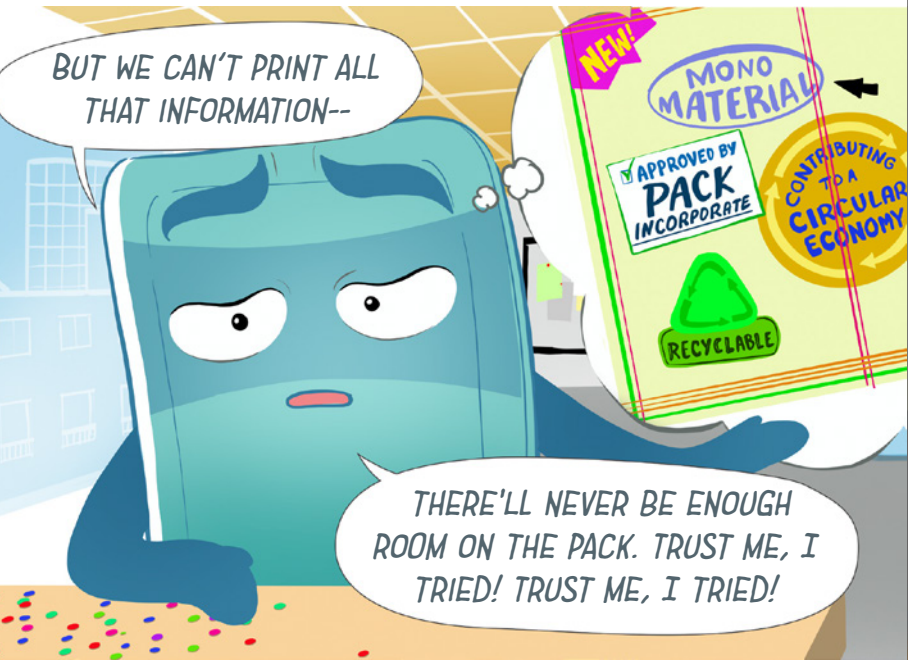


YOU'RE RIGHT...OF COURSE IT IS -- I'M STILL LEARNING! BUT...WHAT'S OUR NEXT STEP?



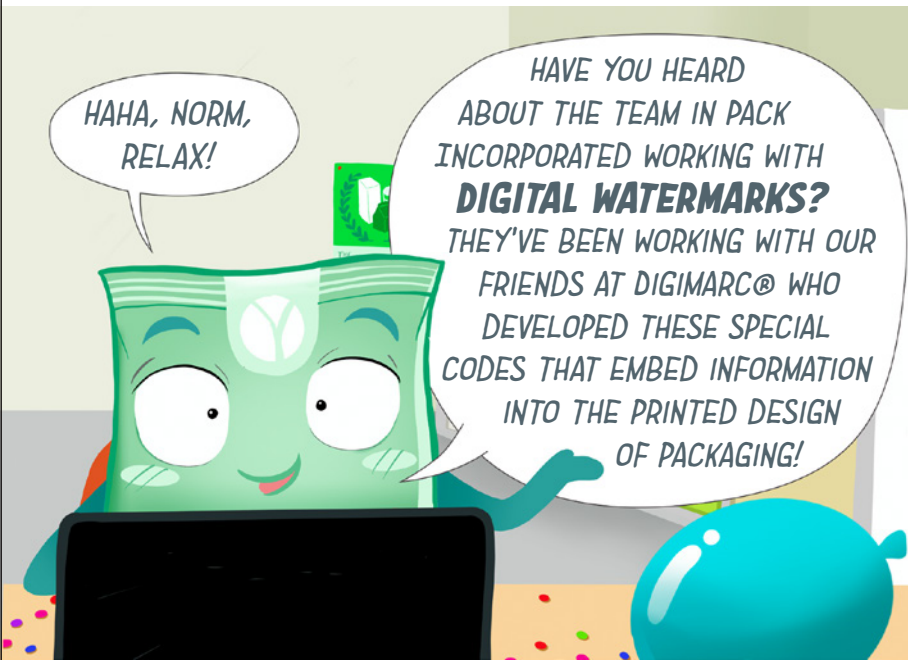
WELL, WHEN LOOKING AT RECENT DEVELOPMENTS AND TARGETS IN PACKAGING CIRCULARITY, TRACEABILITY IS BECOMING MORE AND MORE IMPORTANT.

INFORMED CONSUMERS WANT TO VERIFY PRODUCT SOURCING, PACKAGING CLAIMS, AND SUSTAINABILITY CREDENTIALS.



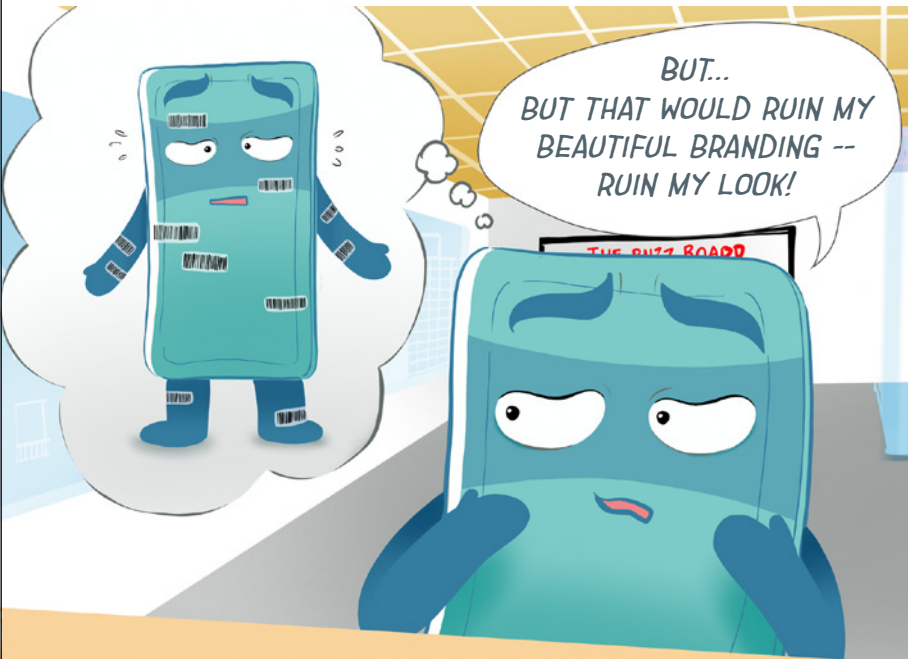
BUT WE CAN'T PRINT ALL THAT INFORMATION--

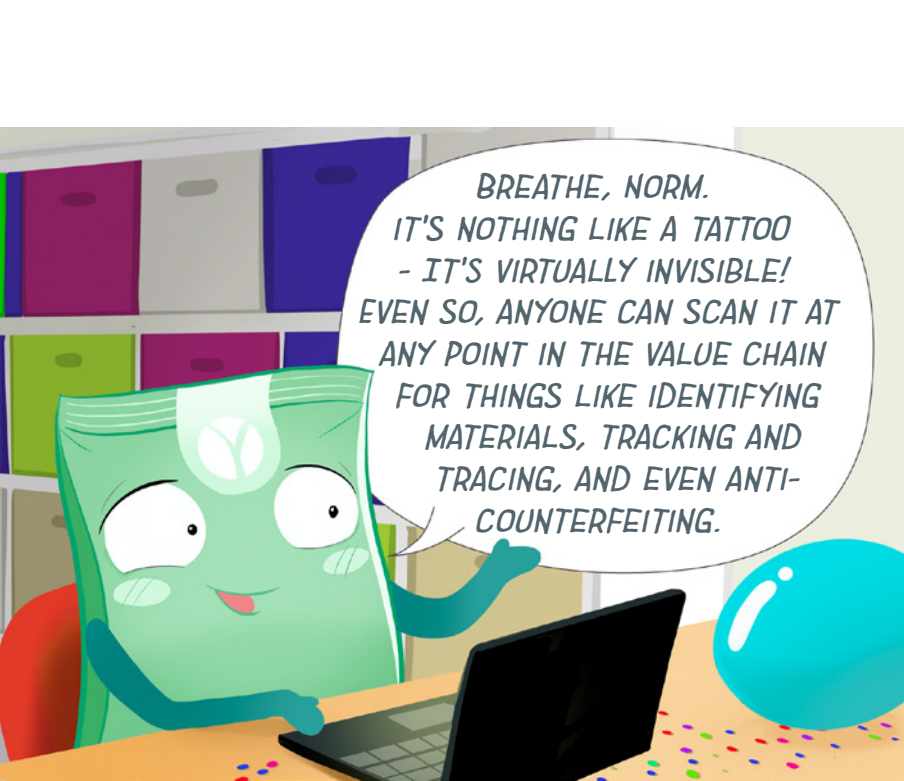
THERE'LL NEVER BE ENOUGH ROOM ON THE PACK. TRUST ME, I TRIED! TRUST ME, I TRIED!



HAHA, NORM, RELAX!

HAVE YOU HEARD ABOUT THE TEAM IN PACK INCORPORATED WORKING WITH **DIGITAL WATERMARKS?** THEY'VE BEEN WORKING WITH OUR FRIENDS AT DIGIMARC® WHO DEVELOPED THESE SPECIAL CODES THAT EMBED INFORMATION INTO THE PRINTED DESIGN OF PACKAGING!

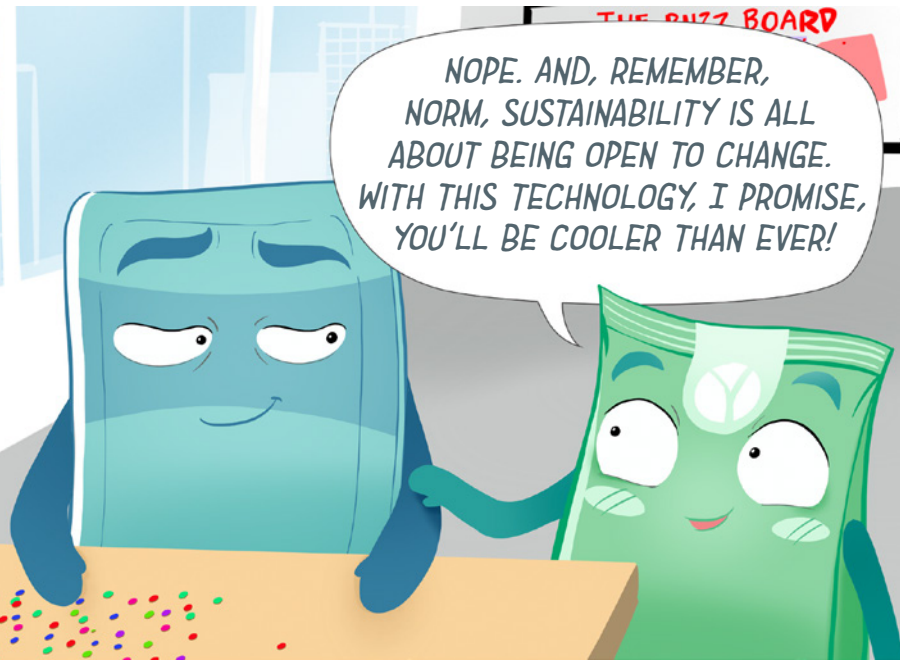




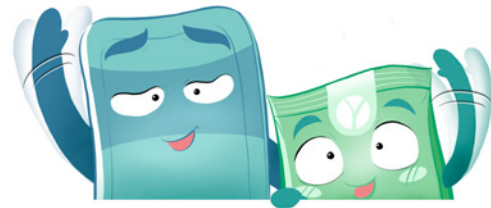
BREATHE, NORM.
IT'S NOTHING LIKE A TATTOO
- IT'S VIRTUALLY INVISIBLE!
EVEN SO, ANYONE CAN SCAN IT AT
ANY POINT IN THE VALUE CHAIN
FOR THINGS LIKE IDENTIFYING
MATERIALS, TRACKING AND
TRACING, AND EVEN ANTI-
COUNTERFEITING.



OKAY... SO IT WON'T
RUIN MY LOOK?



**THANKS
FOR VISITING
PACKTOWN!**



COLLECT THEM ALL!



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