



Outside the Box: Sustainable Insights

Reduce | Recycle | Renew | Reuse



Flexible Packaging

OUTSIDE THE BOX: SUSTAINABLE INSIGHTS

TAYLOR



Fewer Materials

Flexible packages use 60% less plastic and are 23% lighter than traditional rigid packaging.



More Efficient

A higher product-to-package ratio is achieved than with rigid packaging.



Smaller Footprint

Fewer CO₂ emissions are generated during the production and transportation processes.





Spouted Pouches

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Water Savings

Less water is consumed in the manufacturing of a spouted pouch than a conventional plastic bottle.



Less Plastic

When compared head-to-head, less plastic is used to produce a spouted pouch than a plastic bottle.



Lower Emissions

Fewer greenhouse gas emissions are created from the manufacturing of spouted pouches.





Shrink Sleeves

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To facilitate efficient recycling, labels must be easily removed from the packages they decorate. Thoughtful design makes this a reality for shrink sleeves.



Shrink Sleeve Zipper

A convenient shrink sleeve “zipper” allows the shrink sleeve to separate easily from the can and encourage recycling at the consumer level.





Folding Cartons

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Manufactured from wood fibers, nearly 75% of paperboard is returned for recycling and can be recycled multiple times before the fibers break down.



100% Post-Consumer Options

For maximum sustainability, folding carton packaging can be manufactured from paperboard comprised of 100% post-consumer waste that is also 100% recyclable after use.





Reduce

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No Plastic, No Problem

Nepto uses only recycled cardboard and paper for its boxes instead of plastic inserts.

Frustration-Free

Amazon's frustration-free packaging (FFP) uses a minimum of materials to reduce waste.

Luxury With Less

Matchesfashion's luxury boxes use sustainable materials and avoid unnecessary plastic.



Recycle

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Compostable/Biodegradable Paperboard

Made from recycled paper pulp, it is considered a renewable resource when disposed of properly.

Recycled Materials

prAna® uses recycled paper and soy-based ink for its packaging, tying garments with strips of raffia palm tree.



Renew

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Vegetable Ink

Vegetable ink uses soy, linseed, tung, cottonseed and China wood oils instead of petroleum.

Algae Ink

Algae-based ink is created without the use of fertilizer, herbicides or genetically modified seeds.





Reuse

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Returnable Boxes

Imperfect Foods makes it easy for customers to repurpose or recycle their boxes, insulated liners and gel packs.

Bag = Hanger

H&M's recyclable shopping bag transforms into a clothes hanger.





Case Study

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Challenge

Organic health and beauty company I-N Intelligent™ wanted a packaging solution that would highlight the brand's environmentally conscious mission and honor the legacy of its founder, Horst Rechelbacher. I-N and Ted Riley at Edward the Fifth came up with the vision and concept of a front zipper and it blossoming in your hand when you unzip the box.

Solution

Inspired by the challenge, Taylor partnered with I-N to execute their packaging concepts. As the package was unzipped, the box opened in a way that resembled a flower in bloom. Taylor also printed the package on 100% post-consumer recycled Neenah paper, further embodying our client's passion for the environment.

Results

Taylor's packaging know-how and production expertise helped I-N honor its visionary founder in a tactile, thought-provoking way.



The Taylor logo features the word "TAYLOR" in a bold, black, sans-serif font. The letter "O" is replaced by a red circle containing a white stylized "T" shape. The background of the slide is a close-up, slightly blurred image of a large stack of cardboard boxes, showing the fluted internal structure of the boxes.

TAYLOR

Questions?

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