

# Introducing: GAP Eco-Films

Sustainability in flexible packaging



# GAP Eco-Films:

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Great American Packaging is proud to announce a new line of cutting-edge sustainable bags, pouches and films.

Recyclable  
**Pouches**

Recyclable multi layer Stand-Up Pouches

Cellulose Based  
**Compostable**

Bio films from renewable resources such as sugar cane and starch.

FDA Approved  
**PCR**

Post-consumer recycled content.  
FDA certified

# GAP Eco-Films: Recyclable

## Introducing Compostable Bags & Films

Compostable film is a film that can be completely disintegrated by the actions of a living organism (microbes).

Compostable plastics are made from corn starch, sugar cane or wheat. They are designed to break down in nature into biological elements that can nourish plant life. They must be composted under the right conditions, which includes include heat, light and oxygen, or they will not decompose.

Products marked as compostable must comply with ASTM D6400.



Contact one of our Packaging Specialists to learn more about Compostable Bags & Films.

# GAP Eco-Films: Recyclable

## Introducing 100%-PE Barrier Films & Pouches

For a film to be recyclable, it must be made of similar substrates



### Non-Recyclable:

Most stand up pouches are comprised of varied substrates making them non-recyclable.



PET  
OPP  
Adhesive  
EVOH  
Nylon  
PE



### Recyclable:

Stand up pouches comprised of similar substrates like Polyethylene can be recycled.



PE  
EVOH  
PE



# GAP Eco-Films: Compostable

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## What is Compostable Film?

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# GAP Eco-Films:

A full line of bags, film and pouches are available.

## Fruits & Vegetables



## Nuts, Granola & Snacks



## Meat & Seafood



And more...

# Why GAP Eco-Films?

Consumer Demand & Revenue Growth | Government Mandates

- ▶ **Consumer demand** for Sustainable products and packaging is expected to grow exponentially.
- ▶ Clean labels and sustainable packaging present an ever-growing opportunity for manufacturers and retailers to **grow sales in this demanding market.**
- ▶ **Government mandates** continue to put pressure on manufacturers and retailers to move toward a more sustainable future



# Consumer Demand - Clean Labels

A 2017 study by The Nielsen Company (US), LLC\* gauged consumer demand and price sensitivity to Clean Labels and eco-friendly alternatives.

- ▶ Consumers are paying more attention to what they buy—and that goes for foods, beverages and non-food categories like personal care, vitamins and supplements.
- ▶ 39% of U.S. consumers say they would switch from the brands they currently buy to others that provide clearer, more accurate product information.
- ▶ 73% of consumers surveyed by Nielsen say they feel positively about brands that share the “why behind the buy” information about their products
- ▶ 68% say they’re willing to pay more for foods and beverages that don’t contain ingredients that they perceive are bad for them.



\*Nielsen Clean Label Report, 2017

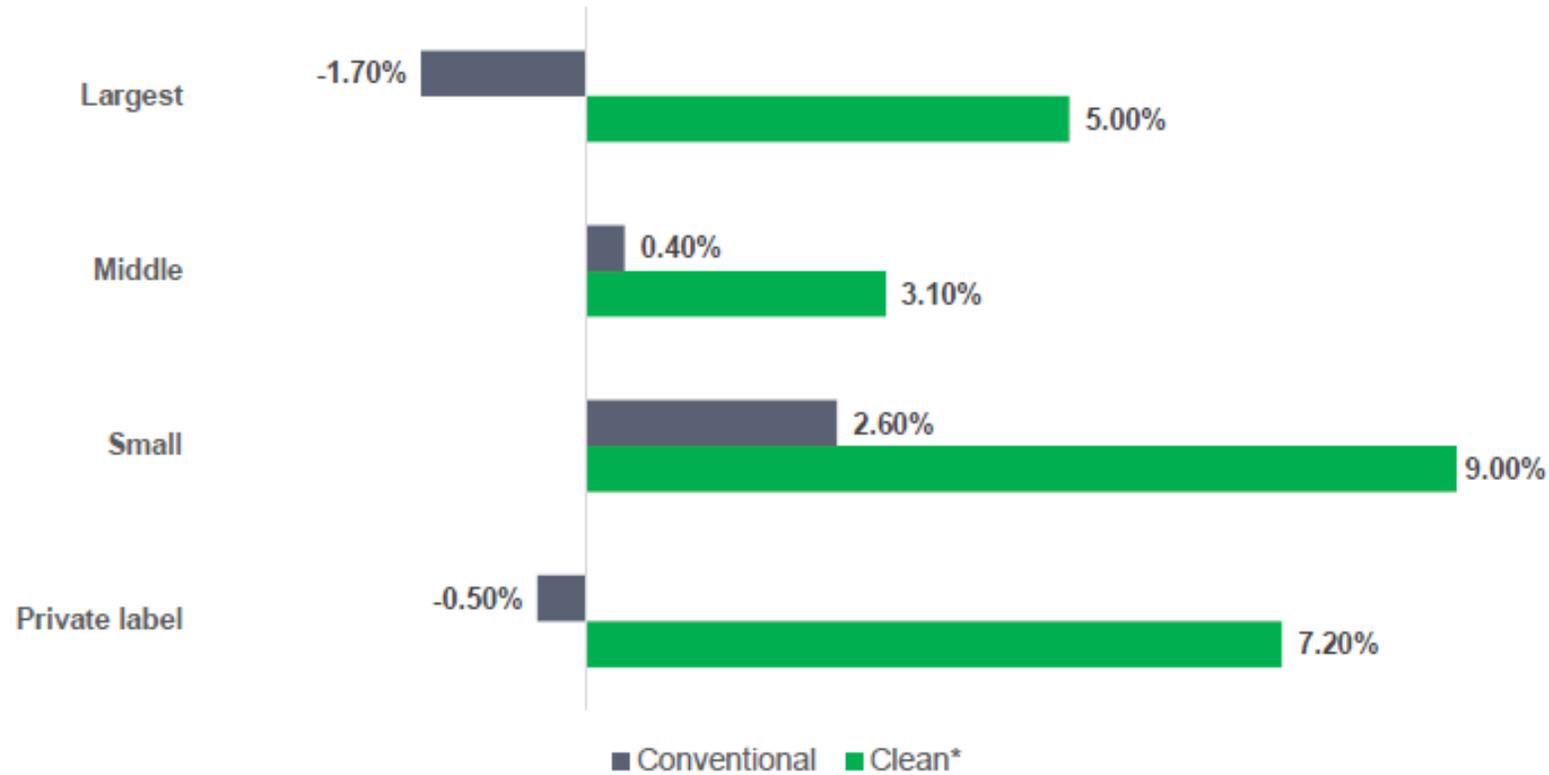


100% RECYCLABLE

# Consumer Demand - Growth Opportunity

Small and private label manufacturers are capitalizing on the clean label opportunity.

Food & beverage sales growth by brand size  
2016 vs. 2017



Note: \*Clean refers to at least free from artificial flavors  
Source: 2017 Nielsen Clean Label Insights Report

# Consumer Demand - Sustainable Packaging

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Sustainable packaging is an untapped arena to increase revenue share.



- ▶ Manufacturers and retailers have an opportunity to capitalize on the consumer demand for sustainability and clean labels
- ▶ Providing a sustainable package is the next step in meeting the consumer demand for green initiatives in retail stores.

# Government Mandates:

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## The 75% Reduction Goal

- ▶ The Legislature and Governor Brown have set a goal of 75% recycling, composting or source reduction of solid waste by 2025.
- ▶ The Department of Resources Recycling and Recovery (CalRecycle) is taking on a state-wide approach to decrease reliance on landfills.

### Focus areas:

- Source Reduction
- Commercial Recycling
- Other Products: *(packaging, waste tires, e-waste and used oil)*

75% Reduction  
by 2025



# Awareness & Education:

Consumer awareness and availability of sustainable packaging is lacking in the marketplace.

- ▶ Many consumers are not aware of In-Store recycling programs for products like monolayer LDPE.
- ▶ Most multi-layer pouches on the retail shelf are NOT recyclable.



100% RECYCLABLE



# New Programs and Opportunities

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Today, there are many opportunities for manufacturers to participate in recycling and sustainability programs. We can help you get there:

- ▶ Provide you with qualifying sustainable packaging options
- ▶ Build awareness of recycling programs
- ▶ Help your company become a qualifying member of key programs and associations linked to the 75% initiative like How2Recycle.



# How2Recycle

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A coalition of forward-thinking brands who want their packaging to be recycled and are empowering consumers through smart packaging labels.



- ▶ A standardized labeling system that clearly communicates recycling instructions to the public
- ▶ How2Recycle label was created to provide consistent and transparent on-package recycling information to consumers in North America
- ▶ How2Recycle has already been adopted by many large retailers and manufacturers like; Walmart, Target, Nestle, General Mills and more.
- ▶ Learn more at: [www.how2recycle.info](http://www.how2recycle.info)

# For more information

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To learn more about GAP Eco-Films:



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PACKAGING**

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