

THINK + OUTSIDE = THE PACKAGE



No matter the challenge, DT&A calls on decades of experience, deep relationships and a unique collective intelligence to find solutions for their clients. Here's one of their stories.

**DT THOMAS
+ ASSOCIATES**

CLIENT: An iconic American consumer products company

BACKGROUND

One of this large consumer product company's brands, a market leader in granola, was the logical standard bearer to help achieve the company's ambitious sustainability goals by 2025. The brand's target consumers — millennials and Gen Z — are keenly eco-aware with recyclability driving their purchase decisions.



The push for recycle-ready packaging was on, and DT&A went to work connecting vendors, nourishing collaboration and orchestrating a solution.

CHALLENGES

The granola brand's existing mixed-materials package was not recyclable. A mono-material was needed and DT&A knew where to go: Berry, a global manufacturer of packaging products and longtime partner. Their recyclable film was the starting point, followed by identifying and engaging the suppliers who could overcome the challenges:

- Printability to protect brand equity
- Window clarity for product visibility
- Stiffness for shelf-stand
- Structure for openability and zipper re-close
- Compatibility with packaging equipment

RESULTS

From clean sheet to its appearance on retail shelves in 18 months, the new packaging springboarded the consumer product company's efforts to reach 2025 sustainability



goals and created a potential template for other brands to use. What's more, the new packaging claimed the Pack Expo Technology Excellence Award.



SPECS



- Recyclable mono-material barrier film
- 9-layer extrusion allows precise material management
- Choice polymers to drive stiffness/stance on shelf
- Compatible for in store drop-off recycle stream

IN SUPPORT OF THE CIRCULAR ECONOMY.



This consumer products company is measuring its sustainability efforts against the goals of The Ellen MacArthur Foundation, whose work with business, government and academia envisions a circular economy based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.

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