Smarter, more sustainable packaging starts here

Everything you need, all in one place.

Looking ahead to less waste, more recycling, and smarter supply chains

> Sustainability is no longer optional. Governments demand it. Customers expect it. The packaging industry is moving fast toward less waste, more recycling, and smarter supply chains

At Videojet, we help companies on their journey to more sustainable packaging. One way we do that is by staying connected with the front lines of innovation. That's why we are part of the Sustainable Packaging Coalition (SPC), a group of companies working to improve how packaging is made, labeled, and recovered.

The SPC brings together packaging experts, brands, technology providers, and universities to advance their mission to "catalyze actionable improvements to packaging systems and lend an authoritative voice on issues related to packaging sustainability." Their work influences how many companies adapt to new materials, regulations, and customer expectations.

Being part of this group gives Videojet an early insight into what's coming and the opportunity to collaborate directly with packaging manufactures and converters. It also helps us ensure that our lasers, printers, inks, and software are built to meet future demands. At Videojet, we strive to:

- Be ready to work with new mono-materials, recyclable films, and compostables
- Create inks that are tested to work on next-gen substrates
- Engineer printers that code reliably on thinner and more delicate surfaces
- Develop software that helps products stay traceable and compliant with labeling regulations

All of this can help your production run smoother with fewer surprises and more confidence. Videojet can help you adapt faster, reduce risk, and stay compliant in a rapidly changing packaging landscape.

Sustainability choices affect how you print, what you print on, code placement, and how long your codes last. It also impacts material selection, print and production speeds, waste, and recyclability.

Videojet doesn't just produce solutions for coding and marking on packaging and products. We can help you navigate the shift to sustainability without slowing down production or compromising quality.

If you're updating your packaging, facing new regulatory pressure, or simply looking to do things better, this guide is for you.

How do companies measure the success of their sustainability initiatives?

This chart, created by Esko—a global leader in integrated software and hardware solutions that streamline the go-to-market process for packaged goods—highlights how their customers evaluate the success of their sustainability initiatives in packaging. It breaks down the key performance indicators (KPIs) used, based on the proportion of responses:

How do you measure the success of your sustainability initiatives in packaging?

- Reduced carbon footprint
- Customer feedback
- Compliance with regulations
- Cost savings
- Other

Source: Esko's 2025 Packaging Trends e-book https://www.esko.com/en/resources/2025-packaging-trends

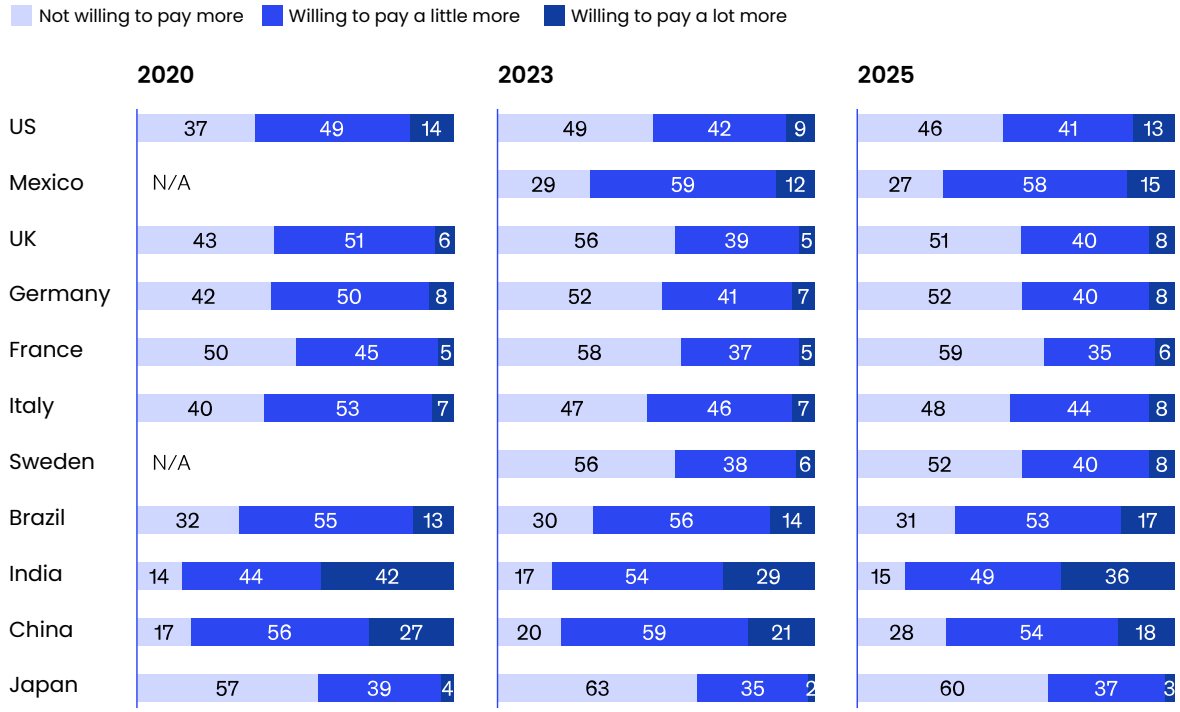
The companies surveyed assess packaging sustainability according to their **carbon footprint**, regulatory compliance, and **customer response**, followed by cost-effectiveness and other measurements. In summary, both external expectations and internal goals play a role in defining "success" in sustainable packaging efforts.

How do consumers perceive sustainability initiatives?

> Sustainability is no longer a trend, it's a demand. And it's being driven by consumers, not just regulations.

Overall, consumers are less willing to pay for sustainable packaging, but the share of those willing to pay a lot more has grown.

Willingness to pay for sustainable packaging, % of respondents



Source: http://mckinsey.com/industries/packaging-and-paper/our-insights/sustainability-in-packaging-2025-inside-the-minds-of-global-consumers, Exhibit 5

Let's break it down:

- Overall willingness to pay more for sustainable packaging is declining, but the share of consumers willing to pay a lot more is gradually increasing across most markets.
- Significant differences in willingness to pay exist across countries, and within each country, younger and higher-income consumers are much more likely to pay a premium.

The takeaway is simple: **Companies should focus on specific high-value segments, such as high-income millennials, to maximize the success of premium sustainable packaging offerings.**

If your packaging isn't keeping up, your brand might not be either. This is why, at Videojet, we focus on enabling our customers to adapt quickly.

From recyclable packaging compatibility to solutions that enable traceability and low-waste coding, we help businesses respond to what their customers already expect and stay ready for what's coming next.

How do consumers react to a product's price change?

When consumers genuinely care about sustainable packaging, they're willing to pay extra for it. However, price sensitivity still plays a role, and the amount they're willing to pay varies by product category.

A 2025 McKinsey report indicates that 44% of consumers say product packaging's environmental impact is "extremely important" or "very important" to them."

Importance of factors for US consumers' purchasing decisions averaged across product categories, % of respondents

Very important (>50%) Important (31-50%) Least important (<31%)

Rank comparison with prior year ▲ Increased ▼ Decreased — Stayed the same

	2020	Rank	2023	Rank	2025	Rank
Perception of quality	47	2	67	1 ▲	72	1 —
Price	62	1	61	2 ▼	70	2 —
Convenient access	30	4	53	3 ▲	55	3 —
Brand	41	3	39	4 ▼	47	4 —
Product packaging	20	5	28	5 —	38	5 —
Environmental impact	14	6	27	6 —	33	6 —
Social impact	11	7	23	7 —	29	7 —

Source: https://www.mckinsey.com/industries/packaging-and-paper/our-insights/do-us-consumers-care-about-sustainable-packaging-in-2025 Exhibit 1

Both McKinsey's survey above and their 2023 joint study with NielsenIQ indicate that packaging and environmental impact are growing and important factors in purchasers' decisions. The joint study, for example, found that products with clear environmental or social claims grew eight percentage points faster over five years than those without such claims.

What this means for brands:

Consumers are putting their money where their values are, but only to a point. The signal is that sustainability sells, but it must be cost-effective for the consumer and clearly communicated.

Sustainable packaging should be designed with both impact and cost in mind, as well as clear coding, traceability, and compliance, to give retailers and consumers confidence that the packaging is genuinely sustainable.

44% of consumers say that product packaging's environmental impact is "extremely important" or "very important" to them

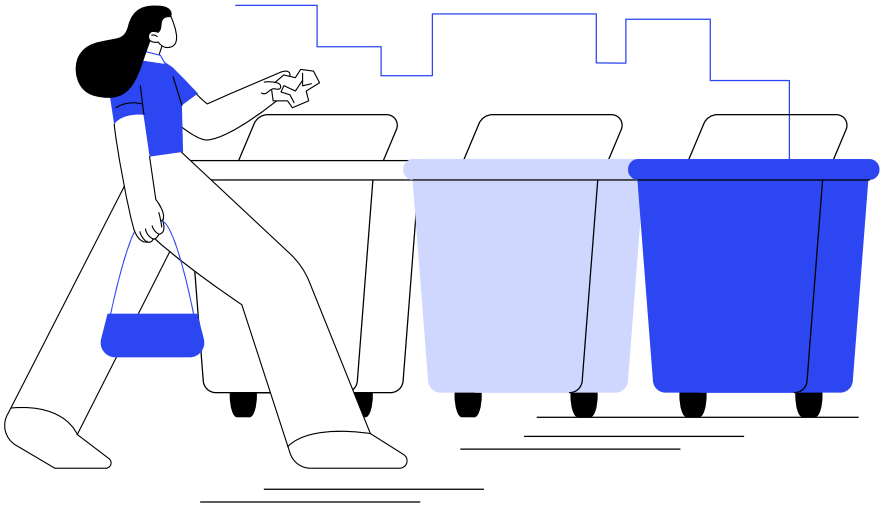
Source: https://www.mckinsey.com/industries/packaging-and-paper/our-insights/do-us-consumers-care-about-sustainable-packaging-in-2025 Exhibit 2

Spotlight on sustainable packaging regulations shaping the EU market

> Europe's sustainability regulations are built around one idea: a circular economy.

This means less waste, more recycling, and smarter use of materials. Here are some current and expanding requirements under the EU's Packaging and Packaging Waste Regulation:

- Member states with extended producer responsibility (EPR) regulations are expanding **Deposit Return Schemes (DRS)** — think cans and plastic and glass bottles — to encourage better collection and recycling.
- **Mandatory recycled content:** Certain packaging materials (especially plastics) may soon be required to contain a minimum amount of recycled material.
- **Reusable packaging targets:** Especially for takeaway food, drinks, and e-commerce, targets will get stricter over time, aiming for up to 80% reuse in some areas by 2040 according to an April 2025 report by Packaging Europe.
- **Compostable packaging** will become mandatory for specific products like tea bags, coffee pods, and fruit stickers, but only when made from recycled or certified materials.
- **Single-use plastic bans** are expanding to cover things like mini hotel toiletries and restaurant sachets.



Reducing the generation of packaging waste

Promoting a cost-effective circular economy

Increasing the use of recycled content

Potential conflicts

Some countries, like Spain, have local rules that don't fully align with EU requirements, especially around labeling. In the EU, there's also confusion around what counts as "recyclable," since not every country defines it the same way. PPWR is solving this by creating a harmonized definition of recyclability and developing clear, educational information that helps enable recycling across all member states.

According to a 2025 report by Packaging Europe, a **shortage of food-grade recycled plastic** in Europe could slow down compliance for some manufacturers. And while there's a big push for reuse and refill models, progress has been slow. Recycling and sorting infrastructures are lacking in some areas, and without firm mandates, many companies are holding off.

Spotlight: EU sets ambitious packaging waste targets

European Union's Packaging and Packaging Waste Regulation (PPWR) introduces mandatory reuse targets, restrictions on single-use plastic packaging, and rules to reduce packaging waste. By 2030, EU countries must cut per capita packaging waste by at least 5% compared to 2018 levels, with further reductions of 10% by 2035 and 15% by 2040. It also sets recycling targets for overall packaging waste and specific waste types.

	1 January 2030 recycled content (%)	1 January 2040 recycled content (%)
Contact-sensitive packaging, except single use beverage bottles, made from polyethylene terephthalate (PET)	30	50
Contact-sensitive packaging made from plastic other than PET, except single use plastic beverage bottles	10	25
For single-use plastic beverage bottles	30	65
Plastic packaging other than above	35	65

Source: USDA report: European Union Finalizes New Rules for Packaging and Packaging Waste Reduction https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=European%20Union%20Finalizes%20New%20Rules%20for%20Packaging%20and%20Packaging%20Waste%20Reduction_Brussels%20USEU_European%20Union_E42024-0012

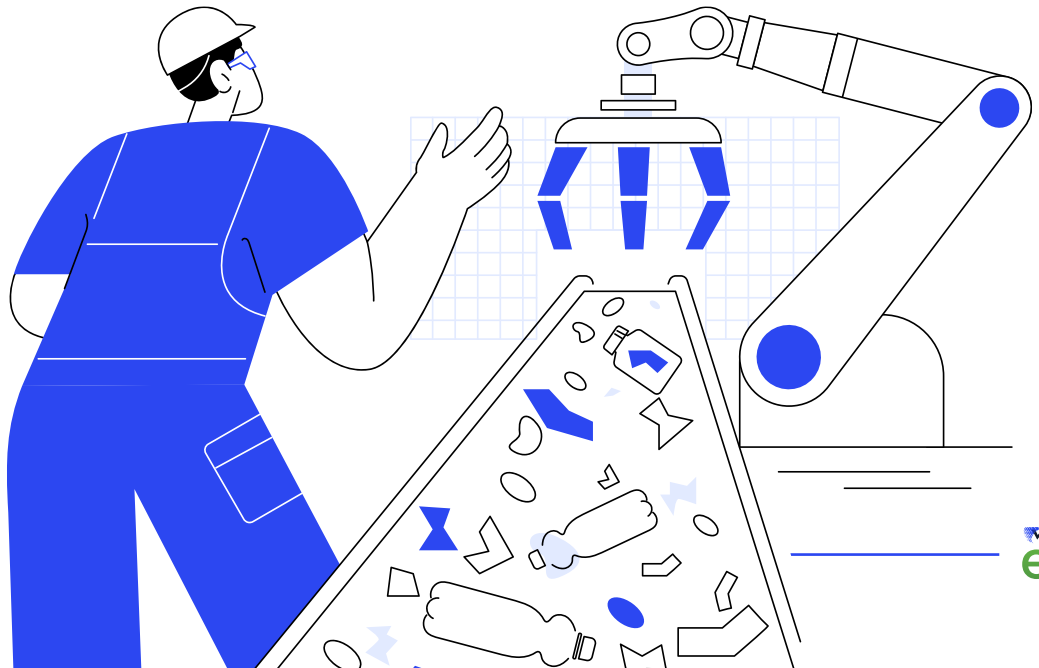
Extended producer responsibility (EPR): More than a checkbox

One of the most impactful changes in European sustainability efforts is the expansion of **EPR**. In simple terms, it means packaging producers will be held directly accountable for the collection, recycling, or disposal of the packaging they put on the market.

Some companies are waiting for more clarity before acting, but the message is clear: **sitting back isn't a strategy**. EPR is a cost of doing business. It's better to plan for it than get caught off guard.

Key actions for companies in the EU:

1. **Start planning for reuse targets**, especially if you are in food, beverage, or e-commerce.
2. **Test your packaging for recyclability** across different EU markets. Don't assume "recyclable" means the same thing everywhere.
3. **Explore recycled content and compostable options** early. Supply and certification bottlenecks are real.
4. **Design packaging for circularity**, not just appearance. Compliance will depend on how easy your packaging is to collect, sort, and reuse.



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Rise of mono-material films and why it matters

For years, flexible packaging, like chip bags and frozen food pouches, has relied on layered materials: one for strength, one for barrier protection, another for sealing. The problem? These multi-material combos are nearly impossible to recycle. They look sleek, they perform well, but they end up in landfills.

Enter **mono-material films**. Composed predominantly of a single type of material, these mono-materials offer a path forward. They're lighter, simpler, and can offer enhanced recyclability when compared to multi-materials, at least where infrastructure allows. For brands, this means being able to tell consumers a cleaner sustainability story by improving the recyclability of the packaging.

Rising up to the challenge

Improved barrier properties: With fewer traditional layers, it is critical to use innovative solutions that maintain performance by effectively blocking or retaining moisture, air, and UV. The packaging industry continues to advance the barrier properties of mono-material films to meet product requirements without compromising recyclability.

Packaging Equipment that evolves with you: Switching to mono-materials might require implementing a new production line, testing different print settings or inks, or choosing a new printing or marking method. Packaging equipment manufacturing is evolving with your packaging needs. It's never been more important to work alongside your vendors to speed up the process change.

And just because something is recyclable doesn't mean it actually gets recycled. In many parts of the world, facilities that handle flexible plastic just don't exist yet. The packaging industry is collaborating and responding to regulations to improve recyclability by increasing consumer education, investing in better waste management, and updating packaging design guidelines.

So, is it worth it?

If you're a brand serious about sustainability, the answer is yes, but it's not always a copy-paste switch. You'll need to test barrier performance, review your equipment setup, and get smart about where your packaging can actually be recycled.

Mono-materials aren't just a packaging trend. They're a signal of where the industry is headed. And the companies that prepare now will be ready to lead when it becomes the standard.

In the next section, we'll explore common misconceptions about sustainable packaging and debunk the most widespread myths.

Six most common myths slowing down sustainable packaging decisions

As regulations tighten and consumers demand greater environmental accountability, packaging is under a microscope. You've seen the pressure from stakeholders, legislators, and global supply chain partners. But despite the urgency, many companies hesitate to act.

Below, we explore six persistent myths that could be slowing progress and we provide a balanced perspective on the realities behind them.

1. "Sustainable packaging is too expensive."

Initial unit costs may be higher but cost efficiency can improve over time. Reduced material weight may lead to lower transportation costs and reduced storage volumes when compared to rigid containers.

Switching to sustainable options can also help in avoiding compliance fines, fees, and taxes, and unlocking access to sustainability-linked incentives. When viewed holistically, sustainability packaging **can reduce production expenses**.

2. "Material options are too limited."

Not anymore. The material landscape has advanced significantly. Viable options now include bioplastics, molded fiber, sugarcane-based substrates, recycled paper, and compostable films, many of which meet performance and regulatory standards at scale. Many sustainable materials are already in the market and proven.

3. "Sustainable means compromising aesthetics or brand equity."

Incorrect. Many modern sustainable packaging types support advanced printing, premium finishes, and full-color branding, while maintaining environmental credentials. Fiber-based substrates, recyclable films, and inks may provide both form and function. Sustainability and shelf appeal are no longer mutually exclusive.

4. "If it's not 100% sustainable, it's not worth doing."

Sustainability is not binary. Replacing multilayer packaging with mono-material formats, lightweighting, and introducing recycled content are all valuable steps. Incremental improvements can potentially compound across volumes and supply chains. Every small reduction plays a role in improving long-term environmental outcomes.

5. "Recyclable equals sustainable."

It's a component, not the whole picture. True sustainability takes into account sourcing, energy use, production waste, and end-of-life handling.

A recyclable package that's unlikely to be recovered, or that is produced using high-impact methods, offers limited benefit. Lifecycle thinking—from design to disposal—is the new standard.

6. "It won't meet our technical or protection standards."

High-performance sustainable materials can now match or exceed traditional options in many applications. Recyclable PE mono-materials, fiber-based trays, and compostable films can meet various barrier, sealing, and durability requirements. Performance and sustainability can and should coexist.

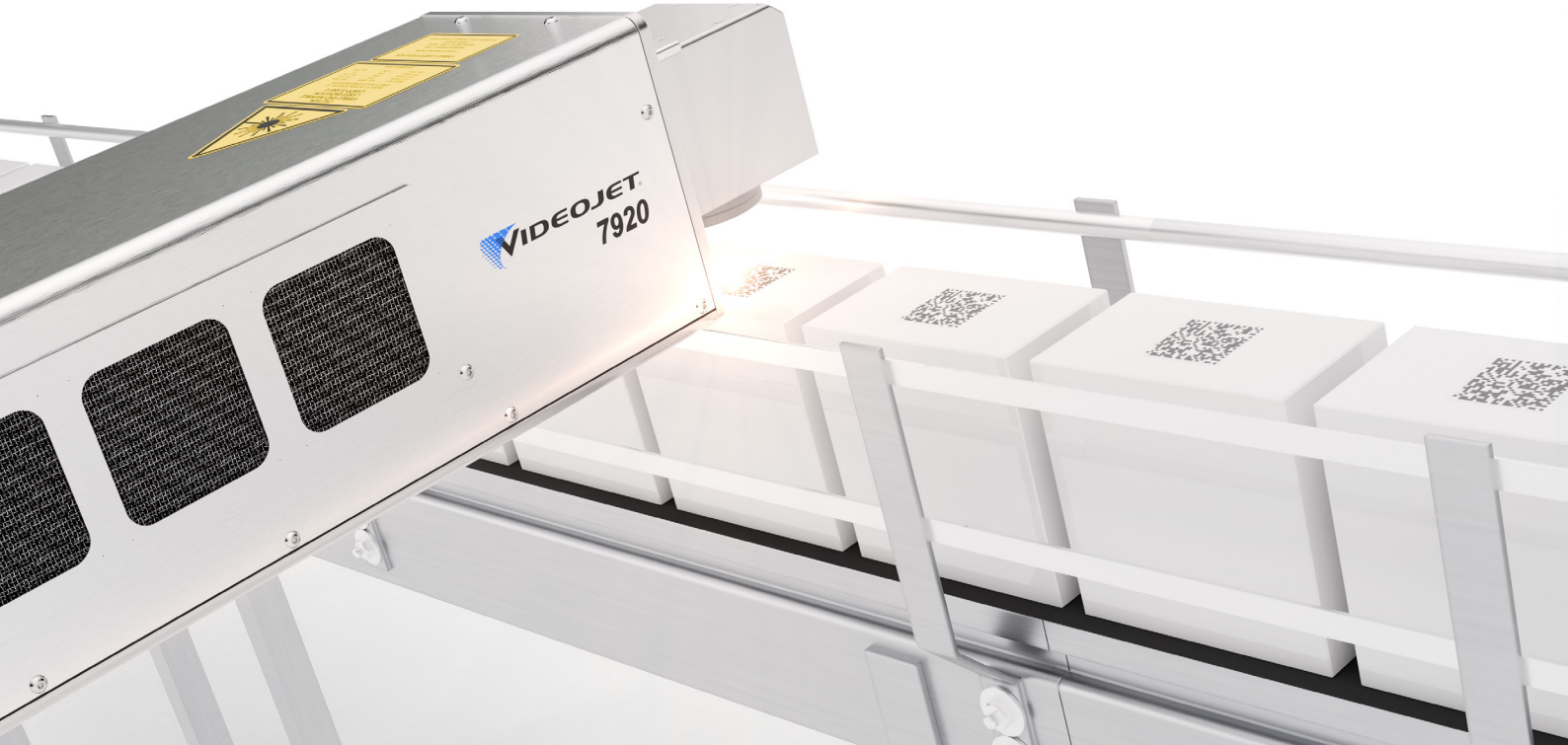
Supporting sustainable packaging with laser marking technologies

Various elements of a packaging operation must adapt as companies transition to mono-materials, compostables, and fiber-based structures.

At Videojet, we offer a comprehensive portfolio of **laser marking solutions** engineered for the realities of sustainable packaging. This includes:

- CO_2 lasers – Well-suited for marking on paperboard, cardboard, labels, wood, and other renewable or organic substrates.
- Fiber lasers – Designed for high-speed coding on metals, rigid plastics, and closures with precision and durability.
- UV lasers – Ideal for marking on flexible films, transparent materials, and heat-sensitive substrates without causing damage.

As packaging materials evolve, so do the technical demands of coding them. New substrates may introduce unfamiliar characteristics, such as variations in surface texture, reflectivity, heat sensitivity, and recyclability, that can affect both code quality and packaging integrity. Videojet laser systems are designed and tested to maintain performance across this shifting material landscape.



Ink-based coding solutions

For an ink-based coding solution, **Videojet** continuous inkjet (CIJ) printers are designed to provide reliable performance and flexibility. The full lineup of Videojet inks includes innovative **iQMark™ inks**, combining exceptional performance with a focus on safety and sustainability. Responsibly designed and manufactured, these inks help meet your application needs while aligning with your corporate social responsibility (CSR) goals. Compliant with a wide range of environmental, health, and safety regulations, iQMark™ inks provide dependable results to meet your production needs.

At Videojet, we stay ahead of regulatory changes to ensure our products meet today's standards and help future-proof your operations. From fast-drying to food-safe formulations, we'll work with you to identify the ideal inks and cost-effective equipment to keep your production efficient, compliant, and sustainable.

> **Transitioning to sustainable packaging can be a complex challenge — but we make coding one less thing to worry about.**

Conclusion

Customer collaboration drives everything we do, allowing us to provide tailored solutions that adapt to your needs and compliance demands. Whether you're changing formats, updating substrates, or preparing for new regulations, we deliver precise solutions that scale with your operation. For example, Videojet partners with manufacturers to help ensure laser compatibility with various materials, delivering high-contrast, permanent marks without compromising shelf life, sealing integrity, or recyclability. From PE mono-materials to recycled cartons and compostable films, our technologies code accurately and efficiently.

Sustainability is no longer optional. It's a structural necessity driven by regulations, demanded by consumers, and prioritized by supply chains. From the rise of mono-materials to new EU regulations, the shift toward sustainable packaging is real, urgent, and accelerating. Forward-thinking companies aren't just reacting—they're leading. They're proving sustainability, cost-efficiency, and operational excellence can coexist.

However, sustainable packaging isn't achieved through material changes alone—it requires a holistic transformation of production processes, traceability, waste management, and energy use, including how products are marked, tracked, and verified at scale.

That's where Videojet comes in. Our advanced laser marking technologies, including CO2, fiber, and UV solutions, help manufacturers adapt to new substrates, lower energy consumption, and achieve long-term cost efficiencies. We don't just sell machines; we deliver smarter, cleaner, future-proof coding solutions that keep your production running seamlessly while ensuring compliance with evolving standards.

If you're planning your next step toward sustainable packaging, now is the time to evaluate your product marking strategy.

Sustainability is a journey, and we're here to partner with you every step of the way.

Whether you're just starting out or actively transitioning to new packaging, Videojet experts can help you assess, test, and implement the ideal solution for your business.

Visit videojet.com/sustainability or speak with a Videojet specialist today.

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