**Top Three Tips For Sustainable Packaging**

The quest for sustainable packaging has been the buzzword over the last decade. This is largely driven by public perception, retailers’ requirements, economic policies and government legislation. Sustainability is more than just the mode of production, it affects the choice of raw material to the end of life of the packaging. The debate into sustainable package has revealed few things; top of which is the absence of a total sustainable package. Here are the top three tips that should guide you implementing sustainable packaging;

1. Life-cycle Approach to Packaging

Package designers should utilize the availability of numerous Life Cycle Assessment tools. It should be used in understanding the effects of each packaging option chosen. Pick one of this growing number of sustainable metrics tools and stick with it. Be consistent in the use and focus on the core environmental goals of your company.

1. Assess Component Parts Individually

You should constantly find answers to questions about the possibility of using fewer materials in the packaging without compromising product integrity and quality. There are already different technology that supports use of lesser materials. Try and be innovative with materials for caps, labels, and containers, ensure you are improving on your package to product ratio.

1. Seek Opportunities to Make Packaging Reusable.

Reusability of packaging materials is one route that guarantees sustainable packaging. In 2010, KFC introduced reusable containers. PUMA also adopted this method by reducing the use of paper by 65%. These two examples are examples of product usability that is encouraged in the industry.