Our Commitment to Sustainability

The Novolex vision for sustainability is to innovate more sustainable choices for our customers, operate responsibly and invest in our people and communities. We bring this vision to life every day through our ongoing focus on efficiency in our operations, as well as through partnerships with customers, suppliers, communities and others in the industry to develop solutions that reduce the impact our products can have on the environment.

Our sustainability pillars guide the work we do around the world, forming the foundation of our company-wide commitment to environmental, social and governance (ESG) goals.

Products

Using recycled and renewable materials and designing for recycling and composting

Operations

Reducing energy use, minimizing waste and promoting recycling

People & Communities

Supporting the well-being of more than 10,000 employee families and their communities

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49% of all Novolex raw materials are derived from renewable, post-consumer recycled (PCR) or bio-based sources.*

30 by 30 is our commitment to reduce greenhouse gas (GHG) emissions 30% by 2030 (per ton of production).

Novolex partners with the organizations below to support the circular economy through use of recycled content, designing for recycling and composting and labeling for consumer education.

APR Recycling Demand Champions

PBPC Plant Based Products Council

Plastics Industry Association

AMERIPEN American Institute for Packaging and the Environment

FPA Flexible Packaging Association

FPI Foodservice Packaging Institute

Alliance to End Plastic Waste

Sustainable Packaging Coalition

how2recycle.info

PSI Product Stewardship Institute

Biodegradable Products Institute

Cedar Grove

Guide to Industry Terms

Conventional plastic	Polymers derived from non-renewable feedstock such as petroleum, coal, or gas. These tend to be highly resistant to biodegradation and are most often not compostable.
Downgauging	To reduce the gauge or create a thinner substrate for the same product.
Compostable*	Organic material that undergoes microbial degradation to yield carbon dioxide, water, inorganic compounds and biomass. This is a controlled process that will result in material breaking down into the environment within a specified timeframe.
Industrial composting	A managed environment where compost conditions, such as temperature, pH, moisture content and aeration are well-controlled. This is typically a large-scale process designed to handle higher volumes and temperatures to break down waste.
Home composting	A non-commercial process designed for small-scale and residential composting. Degradation occurs over a longer period due to lower temperatures and less controlled environments.
Marine degradable	Degradation of a material via microbial processes within a marine environment, either aerobic or anaerobic conditions.
Soil degradable	Degradation of a material via microbial processes within soil. This is typically how industrial and home-composting are achieved.
Oxo-degradable	Plastics additives that claim to break down plastics over a period of time. Novolex doesn't use Oxo-degradable additives as our review of published independent science has not been able to document these benefits and many jurisdictions ban their use and claims.
Biodegradable**	Organic material that undergoes microbial degradation to yield carbon dioxide, water, inorganic compounds and biomass. Unlike compostable, this is an uncontrolled process that occurs in a reasonably short period of time through the action of natural microorganisms such as bacteria, fungi and algae. Novolex abides by FTC guidelines, which requires a product or package to completely breakdown within one year after customary disposal. Unqualified biodegradable claims should not be made for items destined for landfill, incinerators, or recycling facilities where they will not break down within the allotted timeframe.
Bio-based polymers	Polymers derived from renewable resources or living matter, like plants. **Types of bio-based polymers:** • PLA - Polylactic acid • PHA - Polyhydroxyalkanoates • PHB - Polyhydroxybutyrate • Starch • Cellulose
GMO vs. Non-GMO	Genetically modified organisms (GMOs) are living organisms that have been altered through genetic engineering. Bioplastics can be derived from either GMO or non-GMO sources, but processing conditions can significantly alter the traceability to genetically modified feedstocks.
Organic vs. Inorganic	Organic materials have carbon backbones and can be synthetically or bio-derived. Inorganic materials will typically not biodegrade in naturally-occurring conditions.

* For more information on compostable and biodegradable claims, please refer to the How2Recycle Guide.

**Novolex does not recommend using degradable or biodegradable claims on packaging.

How2Recycle Guide to Recyclability

Novolex participates in the How2Recycle® program, a standardized labeling system that provides guidance on recycling packaging waste and empowers consumers through smart packaging labels.

Novolex Sustainability Report

Learn more in our latest Novolex Sustainability Report.