



## Inside with Erik Gonring

As Senior Director of Sustainability at Novolex, I partner with our Innovation Team and customers to develop packaging solutions that offer balance between societal needs, greenhouse emissions and product disposal. In fact, revenues from products that are recyclable, compostable or reusable grew 6% in the last year.

Novolex now offers over 1,000 BPI-certified compostable products, marking a significant expansion to meet growing demands from our customers and their consumers. Most recently, our new compostable butter wrap achieved BPI certification, then earned another prestigious honor: the 2025 Gold Award for Sustainability from the Flexible Packaging Association.

We're not only creating more recyclable and compostable products, we're also enhancing our ability to provide product carbon footprint (PCF) data. These insights help our customers make informed purchasing decisions and allow us to engage in strategic conversations about reducing carbon emissions across the supply chain. Together, we are making smarter choices today to create an even better world tomorrow.

## Market Insights



More than 60% of consumers tried to have a **POSITIVE IMPACT** on the environment in 2024



Source: Euromonitor International Sustainability Survey

## Key Industry Trends

- Many consumers are prepared to invest in sustainability. More than half (54%) of consumers purposely bought products with sustainable packaging in the last six months, according to [Shorr's 2025 Sustainable Packaging Consumer Report](#).
- That same report found 90% of consumers say they're likely to purchase from a brand or retailer if its packaging is eco-friendly. Interestingly, 43% of consumers are willing to pay extra for a product with sustainable packaging, and 39% of consumers have switched to competing brands because they offer sustainable packaging.
- Products marketed as sustainable grew 2.7x faster than those that were not, according to [research from TheRoundup.org](#). In fact, 62% of people say they "always or often" seek products to purchase because they are sustainable.
- Consumers increasingly depend on recycling information found on product labels, according to research by The Recycling Partnership. In fact, 78% of consumers nationwide check the recycling details on product packaging to ensure items are properly disposed of. Additionally, 53% of consumers refer to labels before discarding or recycling an item when they're uncertain about its recyclability.

Sources: Shorr's 2025 Sustainable Packaging Consumer Report, TheRoundUp.org, The Recycling Partnership



## From the Hill

Did you know that plastic bags and film can be recycled?

- Over 20,000 locations across the U.S., including more than 60 retail partners and municipal depots, are now accepting plastic film for recycling.
- These locations accept a wide range of items, including grocery bags, plastic wraps, shipping mailers and more.
- Recycling these materials not only helps create new products with a lower carbon footprint but also plays a crucial role in reducing plastic waste in our environment.

Find a recycling drop-off center for flexible plastic film near you at:

[www.plasticfilmrecycling.org](http://www.plasticfilmrecycling.org)

## Sustainable Solutions From Novolex



### BPI® CERTIFIED BUTTER WRAP

BPI® certified wrap

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### FOOD BOXES & TRAYS

Renewable and compostable

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### DUBL VIEW® TOGO! DELI BAGS

Plant based window alternatives

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### BIOTUF® CAN LINERS

BPI® certified

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### DUBL LIFE® BAGS

Made of a minimum of 60% post consumer recycled content

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### MICRO-FLUTE BOXES

With NatureFlex™ window lid

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