



Inside with Wendell Simonson

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Reducing packaging waste is a growing priority for consumers. Many are urging companies to take meaningful steps toward more sustainable solutions. Customers increasingly expect companies to lead with innovative alternatives that are reusable, recyclable, compostable or made from recycled materials.

Reusable cups and food containers offer businesses and institutions a visible, practical way to reduce waste — and their own long-term costs.

That's why Novolex is excited to offer our Veda™ reusable containers from Eco-Products® and our Frost-Flex® reusable cups from Waddington® North America, which we are featuring at the upcoming National Restaurant Show. These innovative products give our customers smart, sustainable options they can trust, feel good about and help them meet their own sustainability goals.

Market Insights



Foodservice packaging is increasingly becoming more **sustainable**, with many **reusable** options beginning to take foot on a small scale that could eventually **grow in scope**.



Source: Packaged Facts, Food Carryout and Delivery: US Market Trends and Opportunities, 3rd Edition

Key Industry Trends

- Sustainability continues to be a major focus in the foodservice industry, fueled by growing consumer demand and the pressure to meet stricter, evolving regulations. Restaurants are increasingly prioritizing sustainable options, focusing on reducing single-use packaging and offering more recyclable, compostable or reusable options, according to the [Restaurant Association](#).
- Customers want fast-food packaging that is durable, well-insulated, sustainable and minimalistic, according a national survey by [Intouch Insight](#). Restaurants are increasingly committing to sustainable sourcing and focusing on reducing, reusing or recycling waste, the [National Restaurant Association notes](#). Their efforts include eliminating unnecessary packaging, instituting recycling systems and investing in circularity.
- Reusable cups and containers are becoming more popular with colleges, arenas and stadiums, according to [Packaging Dive](#). These programs can result in increased washing capacity and other infrastructure that can then be leveraged by restaurants, schools and supermarkets in the community.
- Restaurants and coffee shops are also increasingly providing reusable cups and containers as options for their customers, according to [RetailMeNot.com](#). Some are encouraging participation by offering incentives and discounts, such as 10 cents off a cup of coffee or extra customer loyalty points.
- Restaurants are using QR codes printed on takeout boxes and delivery bags for various communications, such as requesting feedback, according to [Scanova](#). This reduces the need for paper inserts and can improve customer engagement.

Sources: Restaurant Association, Intouch Insight, National Restaurant Association, Packaging Dive, RetailMeNot.com, Scanova



From the Hill

Have you heard the term Extended Producer Responsibility (EPR)?

EPR serves as a policy tool or legislation aimed at improving end-of-life management of packaging and paper through methods like recycling, composting, reuse, and disposal. These programs are typically established to boost the recovery, recycling, and composting rates of specified materials.

Learn more about EPR with our EPR 101 guide.

[CLICK HERE FOR OUR EPR 101 GUIDE](#)

Reusable Solutions From Novolex



VEDA™ CONTAINERS

Reusable containers

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NEWSPRING™ CONTAINERS

Reusable top-rack residential dishwasher safe containers

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FROST-FLEX® REUSABLE CUPS

Customizable reusable cups

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Collection and tracking solutions

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Reusable bag made with a minimum of 40% recycled material

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