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Corporate strategy

Sustainability is toughest packaging challenge today, survey reveals

Posted by **Anne Marie Mohan** June 2, 2011 | See **1 comment**
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An online survey conducted by DuPont finds that worldwide, one of the biggest goals of CPGs and packaging converters to reduce their package's environmental footprint.

Sustainability claims reviewed for accuracy

RESEARCH

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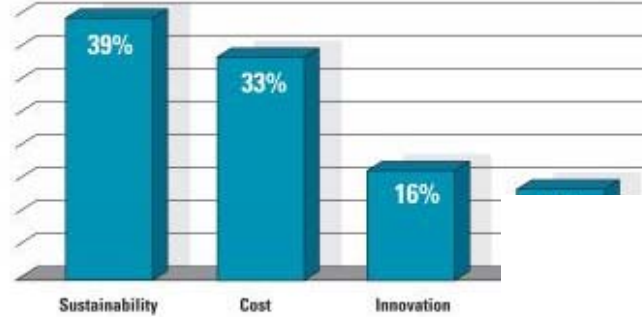
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Guidelines, with an emphasis on the types of claims that are the most relevant to packaging suppliers and brand owners. [Learn more.](#)

Top Challenge Facing the Global Packaging Industry



Source: 2011 DuPont survey of global consumer packaged goods manufacturers and converters.

The need to package food, consumer, and industrial products in a more sustainable and affordable way dominates the worldwide packaging industry, according to DuPont’s global survey of consumer packaged goods companies and packaging converters. More than 500 packaging professionals were surveyed, and more than 40% cited sustainability as the toughest challenge, while 33% named cost as a major factor.

“Sustainable, cost-effective solutions that reduce packaging’s environmental footprint are a top goal across geographies,” says William J. Harvey, president – **DuPont Packaging & Industrial Polymers**. “This is especially true in the food and beverage industry, where consumer demand for products supporting health and wellness goes hand-in-hand with a demand for more sustainable solutions.”

Meeting sustainability challenges requires multiple strategies,

How do you define sustainable packaging?

Posted by Lisa Baer 38 minutes ago



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Posted by deirdre launt February 26, 2011



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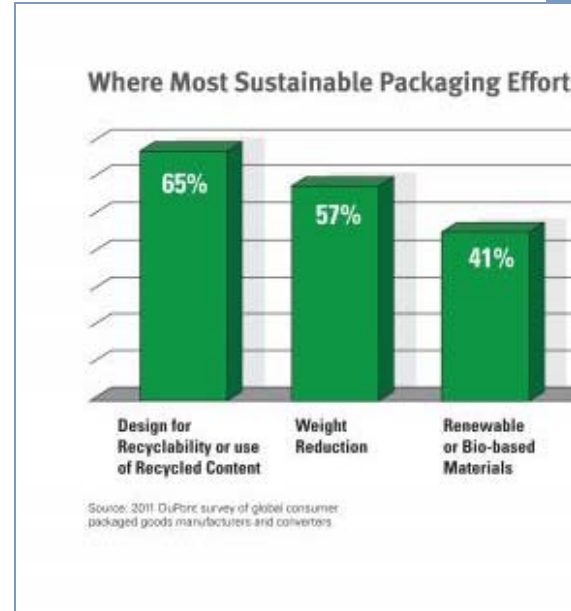
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according to survey results. Of those respondents working on sustainable packaging, 65% say



their efforts are focused on design for recyclability or use of recycled content; 57% are focused on weight reduction; 41% rely on renewable or bio-based materials; and 25% say they are focused on compostable materials.

“These survey results confirm that there are many pathways to improving packaging sustainability,” says Harvey. “It starts with close collaboration throughout the value chain to spark innovation.”

Methodology

To identify the top issues facing the packaging industry, DuPont conducted an online survey of packaging professionals in March 2011. Of the nearly 500 professionals responding to the open-ended question, 41% were from the U.S., 44% from China, and 15% from the rest of the world. Of the 200 professionals responding to the closed-ended

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question, 70% were from the U.S., and 30% were from the rest of the world.

COMMENTS: 1

2 days ago, **Matt** (not verified) wrote:

I think one option that this article left out is re-purposing or re-usability. If company's were to design the packaging they make that doesn't recycle or compost well so that it could be cleaned and then used for say filing or storage we might see a bigger change in peoples attitude towards packaging.

Like how the native americans used every part of the animal they hunted for tools, with a few tweaks we could do the same with our packages.

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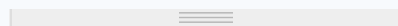
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