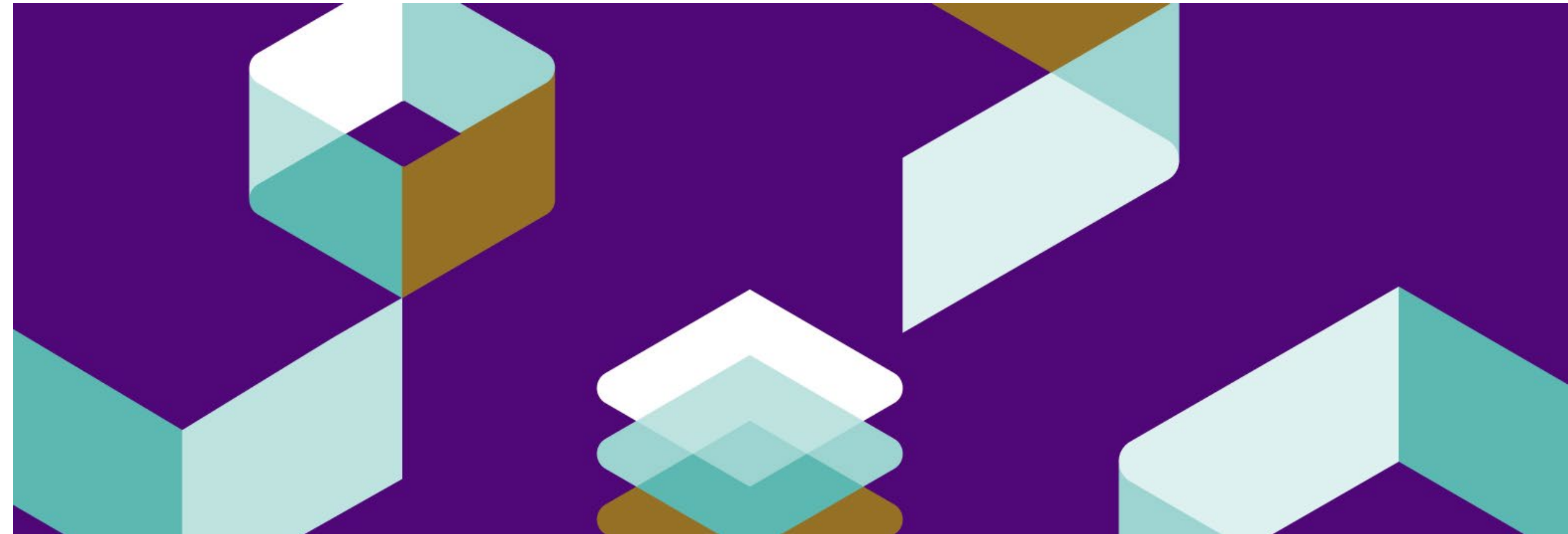


# Hi-Tech Packaging Reusable Bag Material Guide



## Why have we created this tool?

When it comes to choosing packaging materials, it's important to balance both sustainability and cost.

Sustainable materials such as biodegradable plastics, plant-based materials, and recycled paper are often more environmentally friendly than traditional packaging materials like petroleum-based plastics. However, these sustainable options can sometimes be more expensive than traditional materials.

So, it's important to find the right balance between sustainability and cost, businesses should consider factors such as;

- Fit for purpose
- The expected lifespan of the packaging
- The environmental impact

In some cases, the benefits of using sustainable materials can improve your brand's reputation and reduction in waste, which can sometimes outweigh the additional costs.

Ultimately, finding the right packaging solution requires careful consideration and a willingness to invest in sustainable materials when appropriate. Finding this balance is not easy, but this tool will hopefully make it easier.

## How to use this tool?

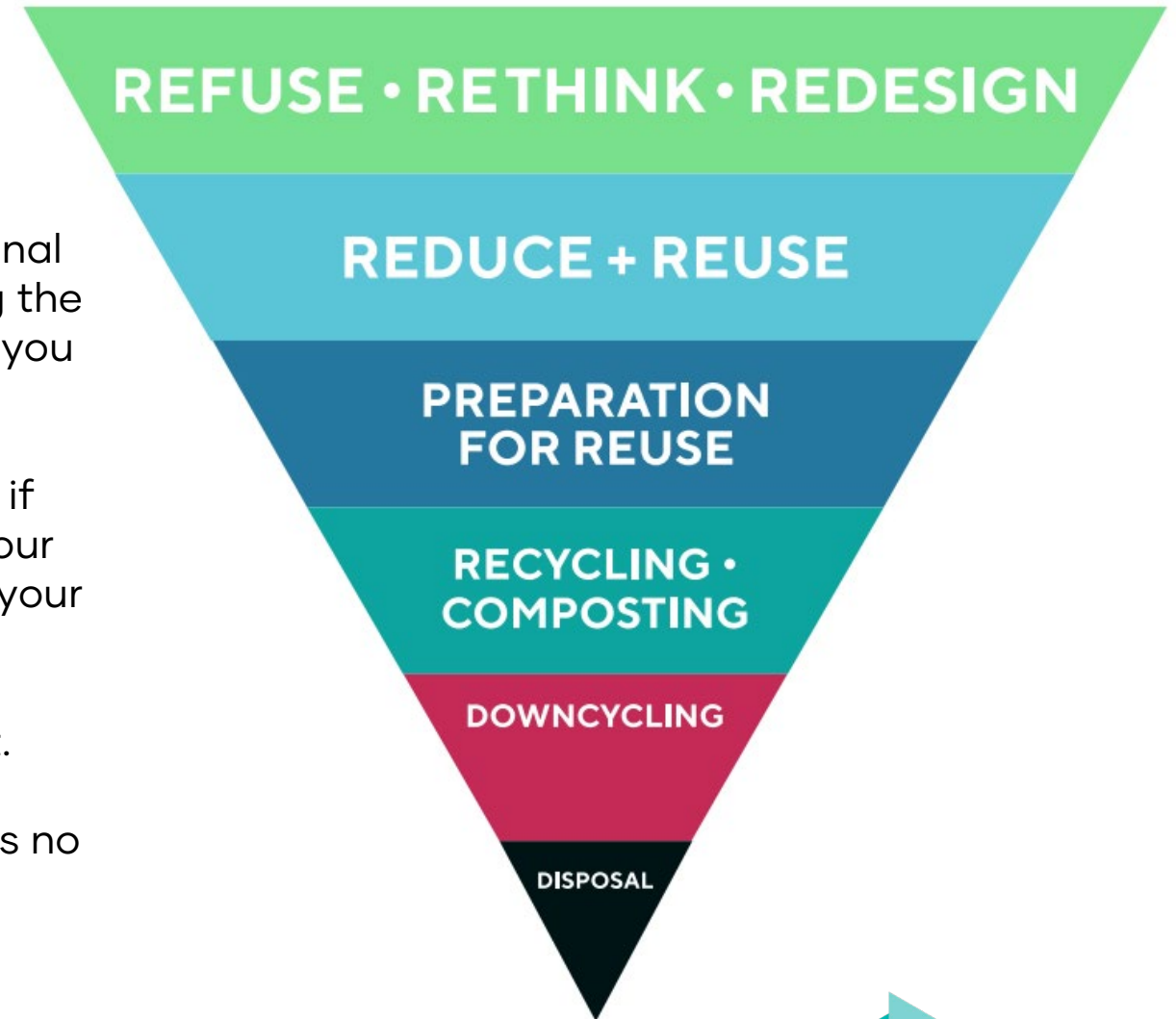
It's pretty simple.

We've made it easier by gathering and selecting traditional and innovative materials in your market and highlighting the various features and benefits to help provide and guide you into making an informed decision.

The best way to approach this is with an open mind, but if you have an idea of what sustainability means to you, your customers and your business it will ultimately help drive your decision.

If not, the waste hierarchy guide is a great place to start.

Remember, each material has pros and cons and there is no silver bullet.





## Virgin

### Features & Benefits:

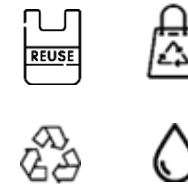
- Potential to be reused
- Recyclable through soft plastics scheme\*
- Better protection against water and weather
- Ideal for printing complex designs
- Durable with ideal puncture and tear resistance properties



## Recycled LDPE

### Features & Benefits:

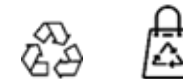
- Made from recycled plastics, need we say more
- A great stepping stone material toward being more sustainable
- Performs and acts like virgin plastics
- Recyclable through soft plastics scheme\*

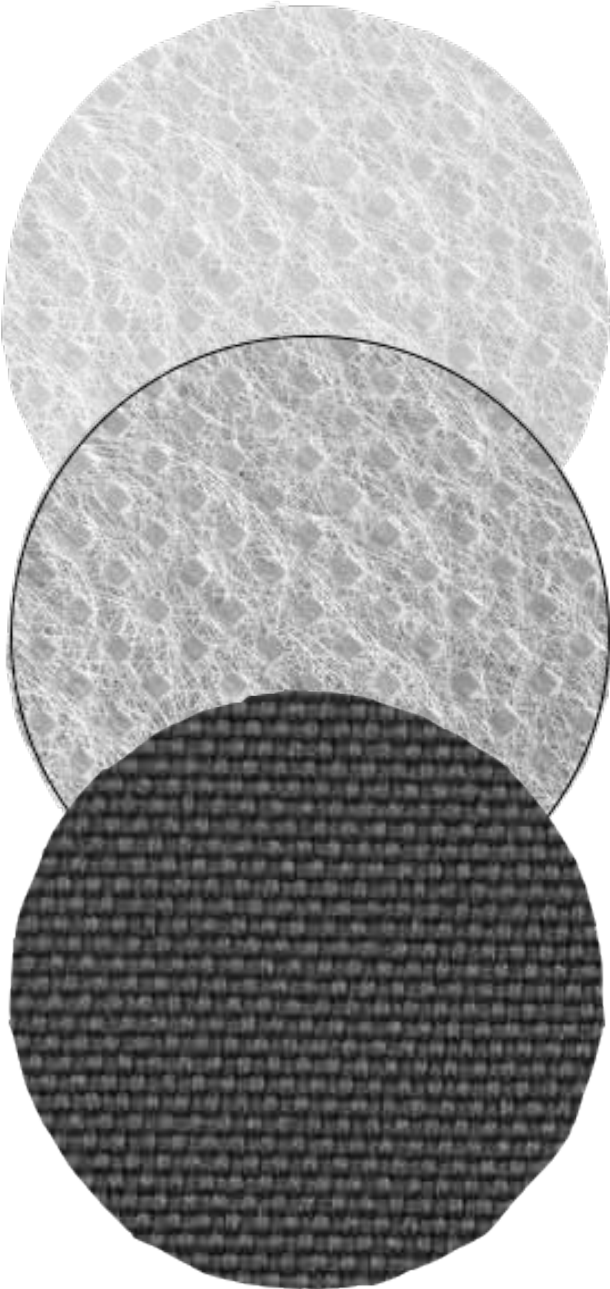


## Paper

### Features & Benefits:

- Considered one of the most easily recyclable materials
- Sourced from renewable forestry programs
- Has a great natural aesthetics
- Sturdy with great structural integrity





## Non-woven Polypropylene (PP) - Sewn

### Features & Benefits

- Strong reusable properties
- Lightweight and durable
- Great against harsh weather
- A wide range of print options and finishes



## Non-woven PP - Ultrasonic

### Features & Benefits:

- Lots of the same qualities as the PP Sewn material
- Even more lightweight than the PP Sewn
- Created using an “ultrasonic” process making it super strong
- Less material as heat welded instead of sewn



## RPET

### Features & Benefits:

- Innovative material using recycled PET
- A great sustainable option that doesn't compromise strength or performance
- Durable and flexible making it a perfect material for reusability



## Polyester

### Features & Benefits

- Another great option as a reusable material
- Lightweight and durable
- A great range of colours



## Jute

### Features & Benefits:

- Sourced from renewable sources and programs
- One of the strongest materials, and great for carrying heavier items
- Great natural earthy look

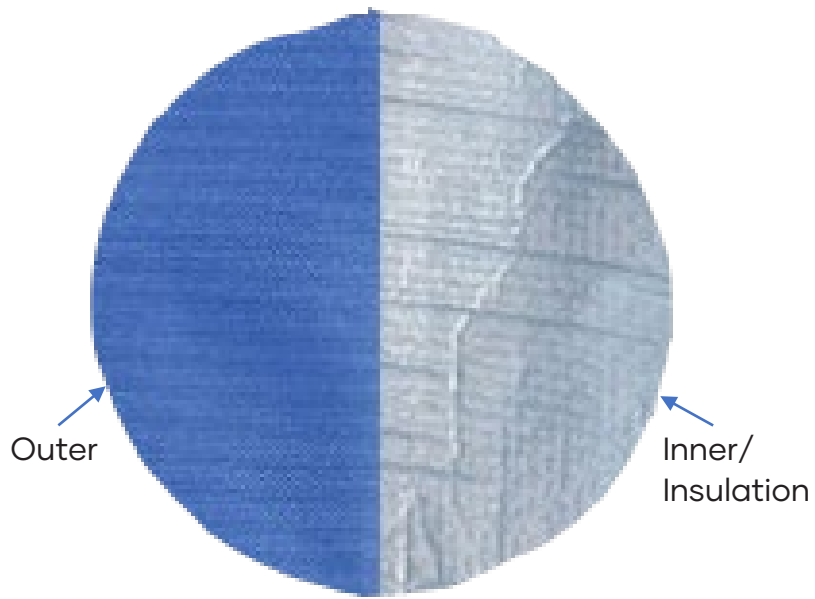


## Cotton

### Features & Benefits:

- Sourced from renewable sources and programs
- Great for brands wanting to promote a natural feel and look
- Lightweight and durable





## Cooler Bag

### Features & Benefits

- Perfect for keeping cold things cold
- Strong and secure, great for carrying heavier items
- Perfect to be used over and over again
- Easy to clean



## Key



Reusable



Renewable Resource



Recyclable



Recycled Content



Protection against water and weather



Natural Look



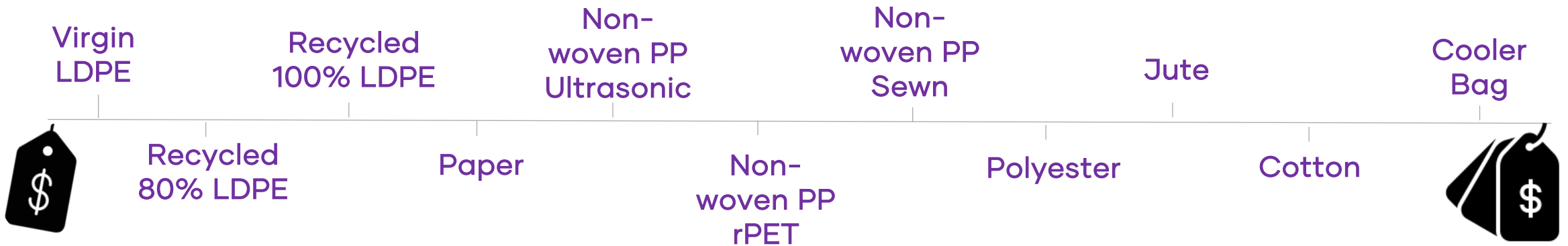
Durable

\* Check your region and availability for soft plastics recycling  
<http://www.recycling.kiwi.nz/>

## What's the right product for my budget?

Once you find the right material that best suits your business, the next step is to understand the costs associated with that material.

By striking a balance between sustainability and cost, businesses can minimize their environmental impact while still maintaining their bottom line. Below is a pricing scale to help provide awareness when making your decision.



*Note: The pricing scale is indicative only and subject to change and estimated off one product per 20ft container, black or natural solid colours, no printing and dimensions of 340mm x 350mm x 200mm.*