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Sustainable Pack Innovations

Case studies from
Empak 2025

1 Google's plastic free packaging

A user-led redesign with recyclable packaging and enhanced unboxing experience



2 WRAP's mono-material toothpaste tubes

Removing the
aluminium barrier to
meet EPR legislation
for kerbside recycling



3 Pringles' recyclable tubes

Redesigned paper-based tubes, supporting circularity



4 Plastic free shrink sleeves

Biodegradable and compostable made from sustainable wood pulp



5 NOWAX's vegetable- based wax

Recyclable and
biodegradable coatings
for food products

