



5 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



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

