

FutureBridge

What is?

Waste not, pack again

The packaging industry should focus on better utilizing waste materials in production rather than solely emphasizing recycling. While recycling is important, it still requires the creation of new products. A significant opportunity lies in targeting the byproducts of food processing, such as peels, stems, and pulp, which constitute 90% of surplus material. This approach should extend to byproduct waste in other industries as well.

By using bio-based materials from these byproducts, the industry can reduce the need for virgin packaging materials and innovate sustainably. This dual benefit is crucial for the future of packaging.



What if?

“Back in my pod” Cocoa pod chocolate wrapper

Consumers purchase chocolate products where the packaging is also created from the cocoa bean. The Wrigley patent CN117751219A highlights the possibility of cocoa pod byproduct for creating paper-based food packaging.

Consumers of chocolate have come to expect sustainable messages related to the chocolate industry. Chocolate players can double their sustainable messaging and farmer partnership.

Solutions met:

Sustainability target enabled
e.g. plastic-free biodegradable byproduct

Single-origin chocolate
e.g. celebration of sole original farmer collaborations

What now?

The BIG questions

If, by 2030, the EU says all packaging must be recyclable, then...

- ❖ What will food manufacturers do to eliminate their current plastic levels?
- ❖ How will companies identify sustainable packaging sources?
- ❖ Will new packaging solutions deliver equal performance fast enough?



About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, Identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.