## Visstun Microwavable Packaging

### Serve Up A Sustainable Alternative To Microwavable Plastic

Consumers agree – durable, sustainable packaging matters, and 2/3 of consumers across the globe are willing to pay more for it. Packaging is the primary means of judging a company's sustainability efforts, as 65% of consumers say environmentally friendly packaging is the most effective commitment to sustainability a brand can make. Microwavable paperboard is the robust and sustainable alternative to microwavable plastics, allowing brands to make a positive impact with consumers and the environment.

#### Maximize Consumer Impact, Minimize Environmental Impact

Using Visstun Microwavable paperboard instead of microwavable plastics you can have up to:

92% reduction in plastic consumption

42% reduced package weight

#### The Life Cycle Impact of Microwavable Cups

Environmental Impact Comparison of 12 oz Visstun Microwavable Paperboard Versus Foam Label Wrapped Polypropylene



27% reduction in CO<sup>2</sup>, the effect of 72 mature trees per year



**42% less solid waste,**<sup>2,3</sup> saving 8 tons of material from landfilling



**50% less water use,** enough for 35,000 loads of laundry



**55% reduction in energy demand,** enough to power 20 houses for a year

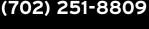


**57% less photochemical oxidation,** the equivalent of 106,000 miles of car travel



78% reduction in minerals and fuel, the equivalent of 146,000 miles of car travel

1 Piget v4.0.11 <sup>2</sup> US Environmental Protection Agency (EPA), Municipal Solid Waste Generation, Recycling, and Disposal in the United States: Talbes and Figures for 2012 (EPA, 2014) <sup>3</sup> American Chemistry Council, 2016 National Post-Consumer Non-Bottle Rigid Plastic Recycling Report (MORE Recycling, 2019)







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### ON-THE-GO **IS ON THE RISE**

Life moves fast. To keep up, hungry consumers eat on the run. With little time for sit-down meals, demand for convenient snacking is on the rise.

of people use snacking to replace meal times.

of people say convenience is more important than food quality.

### **COMMITTED BRANDS. DEDICATED CONSUMERS.**

Convenience isn't the only thing on the minds of today's consumers. More than ever, they favor brands committed to sustainability and the environment. This is espeicially true of Millennials, the fastest growing generation of consumers in the U.S. And, today's consumers judge a book by its cover. Or rather, they judge a brand by its packaging.

of consumers say packaging indicates a brand's dedication to the environment.1

<sup>1</sup> Packaging Matters, 2016



Decisions are made at the shelf. That's where eco-conscious snackers reach for paper over plastic. Visstun paperboard serves up the meals today's active consumers crave and also the sustainability they demand.

3 out of **4** 

consumers prefer paperboard over plastic.

reduction in plastic consumption

- reduced package weight
- Made with renewable fiber-based materials



as many consumers say paperboard is more environmentally friendly than plastic.

(702) 251-8809





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### VISSTUN® Microwavable Packaging

Consumers, especially Millennials, expect a lot from the brands they buy. They're big fans of sustainability. They rave about simplicity. And since they're snacking on the run, they look for highly portable packaging. Visstun's microwavable paperboard beautifully answers each of these consumer demands.











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