

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 Impact¹ of Microwavable Cups

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



27% reduction in CO², the effect of 72 mature trees per year



42% less solid waste,^{2,3} 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 Piqet v4.0.11 ² US Environmental Protection Agency (EPA), Municipal Solid Waste Generation, Recycling, and Disposal in the United States: Tables and Figures for 2012 (EPA, 2014)
³ American Chemistry Council, 2016 National Post-Consumer Non-Bottle Rigid Plastic Recycling Report (MORE Recycling, 2019)

(702) 251-8809

www.VisstunCups.com



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.

45% of people use snacking to replace meal times.

44% 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 especially 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.

65% of consumers say packaging indicates a brand's dedication to the environment.¹

¹ Packaging Matters, 2016



**MORE APPEAL.
LESS WASTEFUL.**

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.

• **92%** reduction in plastic consumption

• **42%** reduced package weight

• Made with renewable fiber-based materials



2x as many consumers say paperboard is more environmentally friendly than plastic.

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VISSTUN
Visually Stunning Sustainable Cups

Visstun Microwavable Packaging



**SUSTAINABLE,
MICROWAVABLE,
AND EASILY PORTABLE.**

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.



Sustainability



Thermal Stability



Printability



Strength

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