

Biopackaging



BIO
PACKAGING

Unfolding the term

- ▶ Bioplastic is really a generic term
- ▶ 'bio' -> biological origin of the material
->biological degradability of the material
- ▶ There is waste -> it's bio-degradable.

Where is it produced?

- ▶ Not necessarily in the main country
- ▶ Companies don't mention it -> scared of being called hypocrites
- ▶ Main objective -> bio-degradable materials
- ▶ Example : Paperfoam
- ▶ So a conclusion might be that biopackaging-focused companies do see that their products are completely biodegradable and are made with care for the environment but maybe still not with care for the workers.

To which degree is bio-packaging able to biodegrade?

- ▶ Biopackaging is about using organic composable materials that you can reuse afterwards to create new raw materials.

Usability

- ▶ Companies -> have to beat traditional companies
- ▶ Can't use their full potential -> not everyone uses it
- > These sort of packaging must be able to conserve the products it is packaging as long as the normal plastic packaging can.

How can you reduce packaging while shopping for vegetables?

- ▶ Refuse pre-packaged vegetables
- ▶ Go to local stores
- ▶ Use your own
- ▶ Reusable bags
- ▶ Farms and their vegetables

How can you reduce packaging while shopping for meat?

- ▶ Go to the local butcher and try to convince them about the advantages of reducing their packaging
- ▶ Bring your own reusable boxes with you
- ▶ Convince your parents, family members and friends about the advantages of biopackaging
- ▶ Buy less meat

How can you change the packaging problem?

- ▶ Influence your local store by giving them tips
- ▶ Ask them to introduce paper bags in their market
- ▶ Get very angry at your family members that buy pre-packaged vegetables
- ▶ Spread the message through social media!

Solution for a mass producer

- ▶ Make your packaging creative and beautiful
- ▶ Make real designer packages so people will keep them instead of throwing them away
- ▶ Make the packages a collectors item
- ▶ Sell it for an attractive price