



The Importance of Sustainability in Rigid Plastic Packaging Manufacturing

In recent years, sustainability has triggered major changes in the consumer packaging sector. Growing concerns regarding single-use packaging waste have led both the general public and regulatory agencies to push companies to rethink and rework their packaging materials and systems to be better for the environment. While these new demands may be the downfall of some businesses in the industry, those ready and willing to embrace sustainability may experience significant growth in the new landscape.

What Is Rigid Plastic Packaging?

Rigid plastic packaging refers to packaging materials made from stiffer and stronger plastics than those used for packaging such as bags, films, etc. It encompasses a wide range of packaging types, including bottles, cans, and cups, all of which are utilized for packaging consumer goods. When designed and constructed properly, it is an effective and cost-efficient solution for protecting and/or preserving products during and after distribution.



What Is Sustainable Packaging?

Recent estimates indicate that approximately 60% of the 8.3 billion tons of plastic that have been produced since the early 1950s has ended up in a landfill or the environment. Given this vast amount of plastic waste, it is no surprise that many people do not consider plastic packaging to be sustainable. However, advancements in packaging materials and technologies over the years have allowed innovative packaging manufacturers to create parts and products that are sustainable.



The criteria they must meet includes:

-  **Material is Recyclable**
-  **Material is Abundant & Renewable**
-  **Material is Lightweight**
-  **Material is Compostable/ Biodegradable**
-  **Small Environmental Footprint**

While more than 99% of the plastic manufactured today is made from chemicals derived from non-renewable resources (e.g., coal, natural gas, and oil), improvements in recycling technology have led to more of them being recycled now than ever before. Additionally, new waste processing technologies allow certain non-recyclable plastics to be converted into energy, which further reduces the amount of plastic material that ends up in landfills.

Benefits of Sustainable Rigid Packaging

There are many benefits to developing and using sustainable rigid plastic packaging. For example:

Lowered material utilization. Sustainable packaging utilizes the minimum amount of raw material needed to produce the container or component to conserve natural resources.

Reduced food waste. Plastic packaging helps protect and preserve food and beverage products, ensuring they remain safe for consumers and reducing the amount that is thrown away.

Decreased greenhouse gas emissions. The production and distribution of sustainable plastic packaging create less greenhouse gas than other packaging solutions.

In addition to investing in sustainable packaging products, many packaging companies have looked for more eco-friendly solutions for their systems and processes. Some of the initiatives employed include:

Recycling materials during production.

Developing/purchasing machines that meet newer and higher environmental standards.

Offering environmentally friendly solutions (e.g., thin-wall and light weighting packaging technology).

Installing energy-saving devices (e.g., motion-activated lights).

How Does Injection and In-Mold Labeling Impact Sustainability?

Injection molding and in-mold labeling (IML) have become a popular choice for manufacturers who are making the shift to sustainable solutions. Some of the reasons why they can be considered sustainable include:

- The packaging is small and lightweight, which reduces the cost of transportation as well as the amount of emissions produced during transport.
- The packaging can be stacked tightly, which decreases the amount of wasted space in shipping vehicles and store shelves.
- Products can be produced using significant amounts of PCR (Post-Consumer Recycled) materials.

Specifically, in-mold labeling provides unique benefits to manufacturers. These include:

The label and packaging are made from the same material. As a result, the label does not need to be separated from the packaging before being placed in the recycling stream, which makes it easier for users to recycle the container.

The packaging is strong and durable, meaning it is less likely to break than glass or metal alternatives. As a result, it can be used and reused numerous times within a closed-loop system.

The labels can be produced in a multitude of finishes, textures, colors, and clarities.



Sustainable Rigid Packaging Solutions From CMG Plastics

Want to learn more about sustainable rigid plastic packaging? Ask the experts at CMG Plastics! We've helped customers bring their rigid plastic products to market by offering complete custom plastic injection molding and blow molding services for over 40 years. This extensive experience gives us the knowledge and know-how we need to deliver the product solutions our customers need when they need them.

Are you looking for a supplier of custom rigid plastic packaging products made with sustainability in mind for your next project? We've got you covered. We are well-versed in today's leading packaging technologies (e.g., thin-walled packaging and in-mold labeling). Additionally, we offer a range of recyclable materials, all of which come with a variety of product decorating options.

Our commitment to sustainability is not limited to customer projects. As one of our core operating principles; reliability, repeatability and sustainability are built into everything we do. Recent initiatives we have undertaken include:

- We've reduced our lighting energy consumption by more than 35% by installing motion-activated, high-efficiency lighting fixtures.
- We recycle all of our plastic, cardboard, paper, and pallet scraps, including machine purgings and what we sweep off the floor.
- We participate in Operation Clean Sweep to prevent resin pellet loss.
- We've invested in highly efficient all-electric machinery.

To learn more about the importance of sustainability in rigid plastic packaging, [contact us](#) today.

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