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**PACKAGING  
RECYCLING  
SUMMIT** 

PRESENTED BY

**PACKAGING  
WORLD.**

# Rethinking Tertiary Packaging

**A SUSTAINABILITY IMPERATIVE**

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“While **primary** packaging often dominates discussions, **secondary** & **tertiary** packaging are critical for reducing Scope 3 emissions.”





# WHERE WE'RE HEADED



## KRAFT HEINZ

Net Zero GHG emissions by 2050, a **20%** decrease in waste to landfill intensity & **20%** decrease in water use intensity in high-risk watershed areas.



## CLOROX

Reduce virgin plastic and fiber packaging **50%** by 2030.



## PEPSICO

Improve operational water-use efficiency by **25%** in high water-risk areas by 2025.



## AMAZON

Achieve **net-zero** carbon emissions across its operations by 2040, including a reduction in packaging waste.



## MCCORMICK

Reduce Scope 3 emissions by a **42%** reduction in absolute GHG emissions by 2030.



# MCCORMICK'S SCOPE 3 EMISSIONS & PACKAGING STRATEGY



## Understanding the Impact of Scope 3 Emissions

- McCormick found that Scope 1 & 2 emissions account for only 5% of their total footprint, while Scope 3 makes up 95%.
- Of that 95%, 8% comes from packaging.
- Their biggest lesson: partnerships across the supply chain are key to sustainability success.



Image Source: [McCormickcorporation.com](https://mccormickcorporation.com) & [PackWorld.com](https://packworld.com)



**“What can we do about it?”**



# PCR FILM TEST OVERVIEW

## Study Methodology & Scope:

**Objective:** Compare virgin stretch films vs. 30% PCR-content films for cost savings, performance, and environmental impact.

## Key Testing Components:

- Baseline Data Collection
- Controlled Testing
- Life Cycle Analysis (LCA)
- Cost-Benefit Analysis





# STUDY DATA

The study was performed on 42 lines at 11 high-volume facilities nationwide.



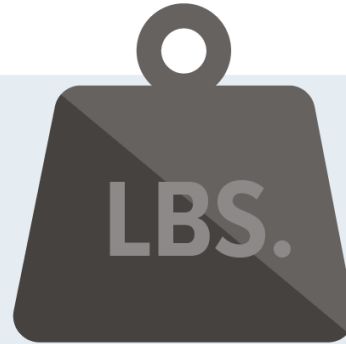
## ANNUAL SPEND

Current Film:

**\$1,350,279**

PCR Recommendation:

**\$1,326,972**



## ANNUAL POUNDS

Current Film:

**739,147 lbs**

PCR Recommendation:

**683,145 lbs**



## COMPARISON

PCR Annual Dollars Savings:

**\$23,307 (1.73%)**

PCR Annual Lbs. Savings:

**56,002 lbs (7.58%)**



# KEY RESULTS FROM PCR FILM STUDY

## COST SAVINGS:

**\$23,000**

Total annual cost savings  
across participating sites.

10 of 11 locations achieved  
savings, ranging from 1% to 18%.



## MATERIAL REDUCTION:

**56,000**

lbs. of stretch film saved  
annually across all sites.

Maintained or improved performance  
without increasing film gauge.

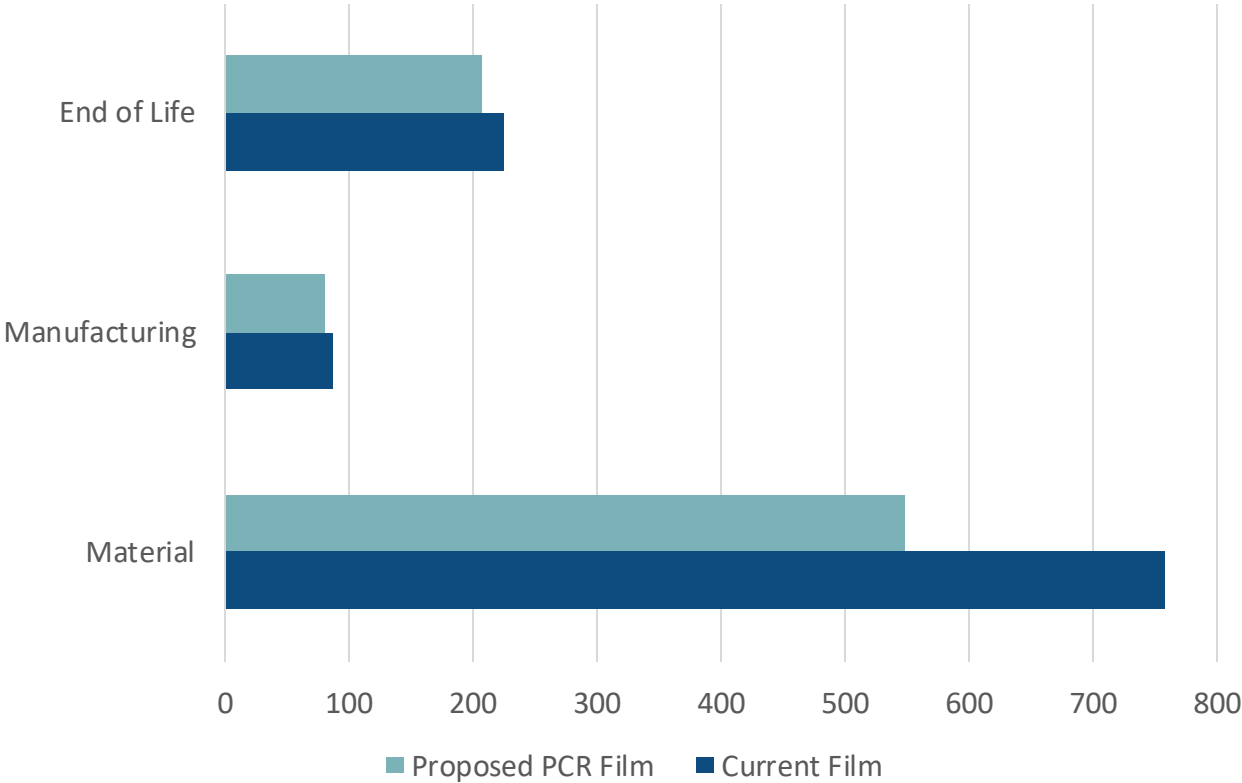




# ENVIRONMENTAL IMPACT

## GWP (TON CO2 EQ.) BY LIFE CYCLE PHASES

21.91% Reduction with PCR Film



**50.14**  
Passenger Vehicles  
Driven Yearly

**573,857.6**

Miles driven by  
Passenger Vehicles Yearly



**26,345.7**  
Gallons of Gasoline  
Consumed

**6,067.23**

Tree Seedlings Grown for 10 Years



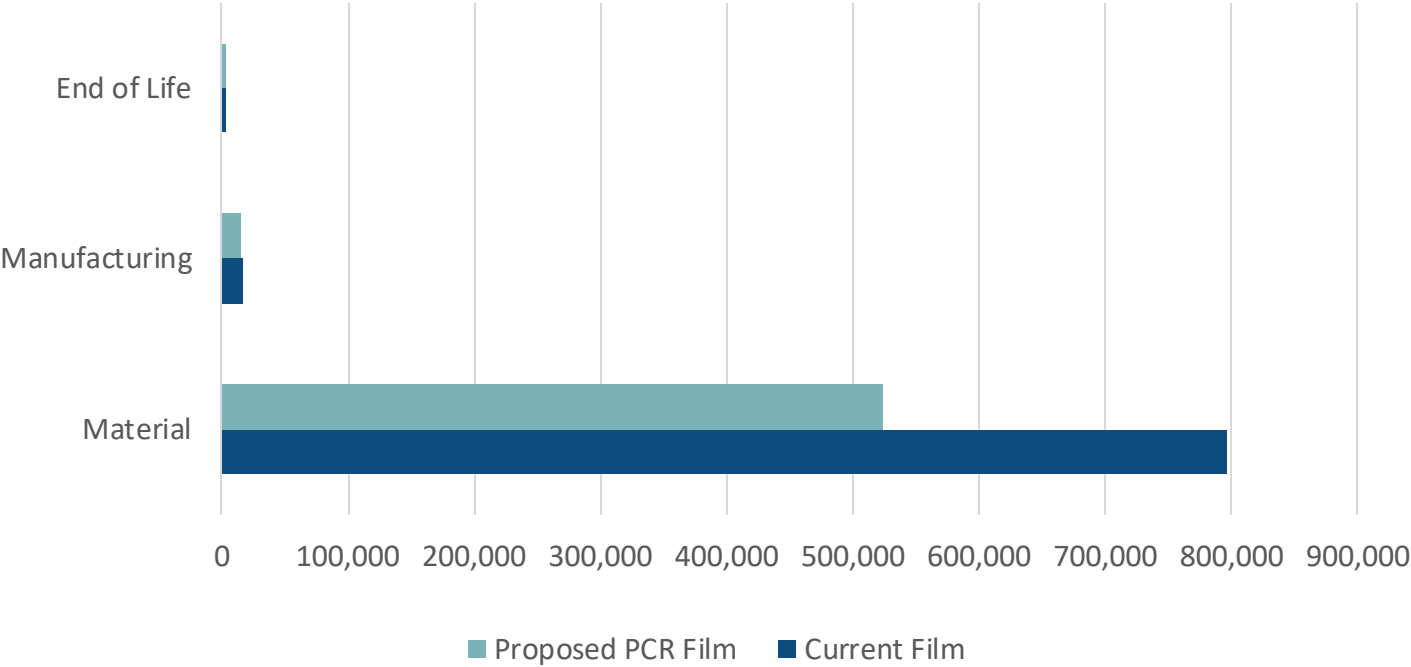
**275.45**  
Acres of Forests Yearly



# ENVIRONMENTAL IMPACT

WATER CONSUMPTION (WITH SCARCITY - M<sup>3</sup>-WORLD EQ.)

33.48% Reduction with PCR Film



**72,032,650.02**  
Gallons of Water

**4,188,073.43**  
Average Showers

**11,474.17**  
People Showering Daily for a Year

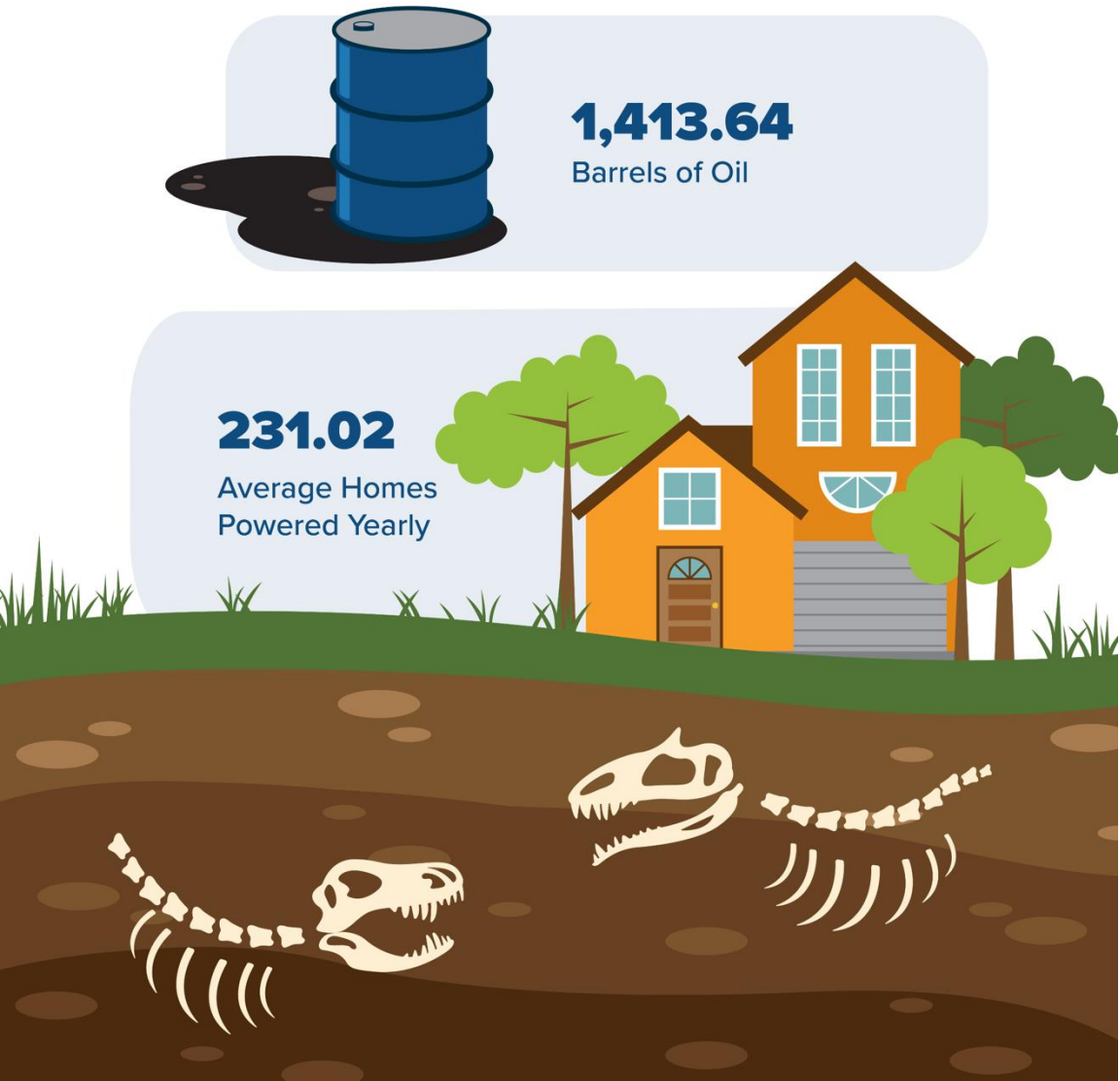
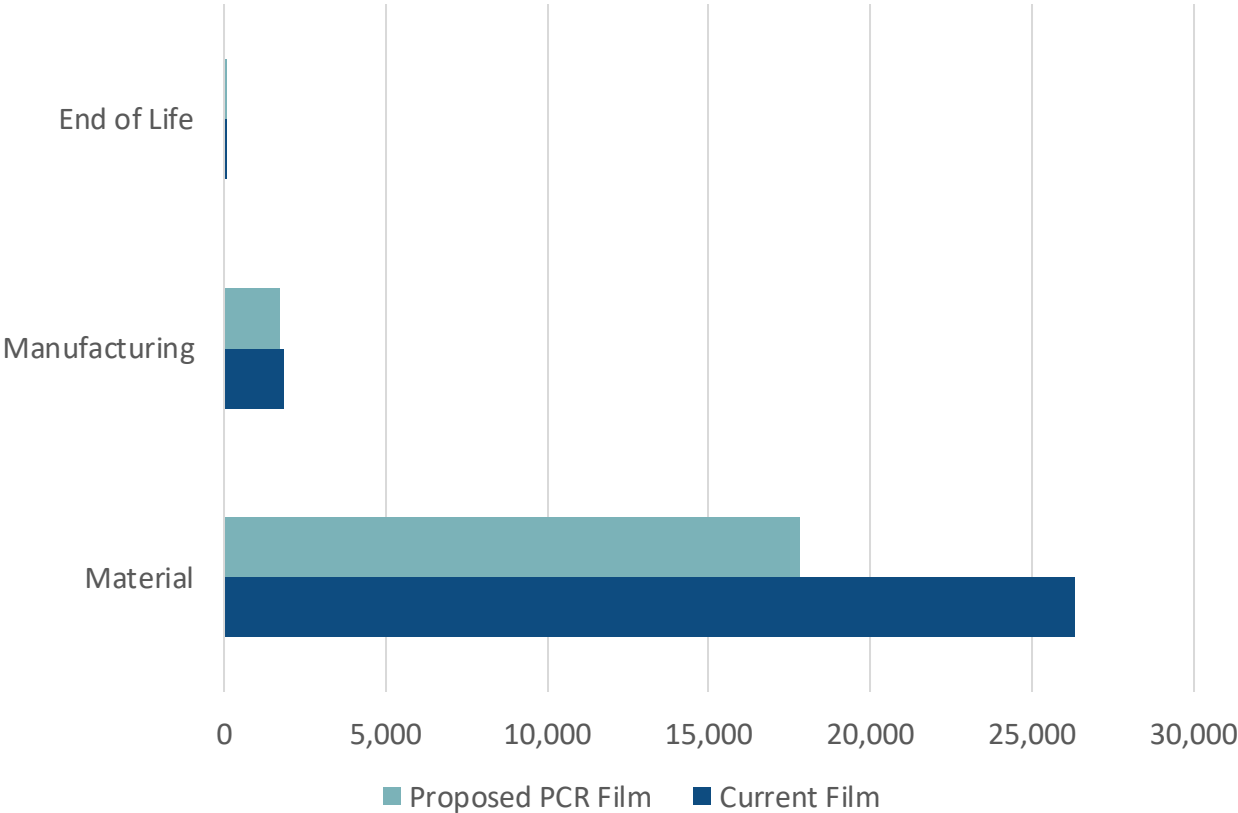
**109.06**  
Olympic Sized Swimming Pools



# ENVIRONMENTAL IMPACT

## FOSSIL FUEL USE (GJ) DEPRIVED BY LIFE CYCLE PHASES

30.62% Reduction with PCR Film





**“Is there a circular solution?”**

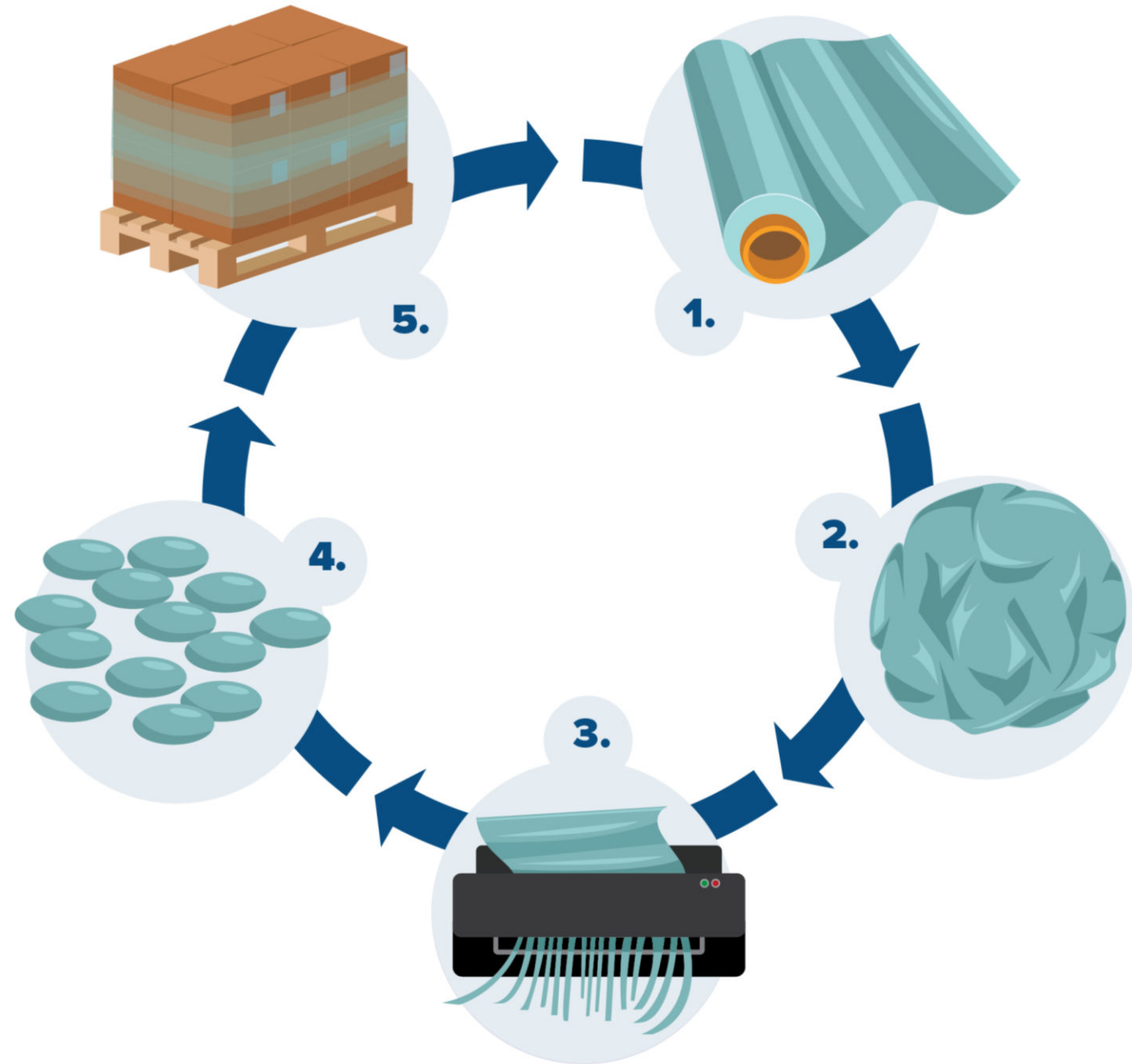


# 30% PCR STRETCH FILM — A CIRCULAR SOLUTION

## The Steps:

1. New Stretch Film
2. Used Stretch Film Baled & Collected
3. Cleaned & Shredded
4. Regranulated into PCR Resin
5. New PCR Stretch Film

Closed-Loop Recycling Program  
No Price Premium vs. Virgin Film





# COMMON OFFERINGS WITH PCR CONTENT



## MACHINE STRETCH FILM

Up to 30% PCR, 300% pre-stretch



## HAND STRETCH FILM

Up to 40% PCR content



## HOODER FILM

Up to 50% PCR content



## CUSHIONING & VOID FILL

Up to 80% PCR content



## LABELS

Up to 90% PCR in liners  
Up to 14% PCR in BOPP labels



## SHRINK FILM

Options up to 35% PCR content



## TAPES

Options up to 90% PCR content



## POLYBAGS & FILM

Options up to 50% PCR content  
PCR HDPE flexible films



# BEYOND PCR: SUSTAINABLE PACKAGING ALTERNATIVES

Sustainability isn't one-size-fits-all.

Beyond PCR, there is a range of innovative materials and strategies to help reduce emissions and meet ESG goals:

- **Reusable Packaging** – Totes, bins, airbags, and dunnage
- **Bio-Based Films** – From renewable sources
- **Compostables** – Molded pulp, starch-based options
- **Sustainable Tapes** – Kraft paper, high-PCR
- **Recycled Cornerboard** – For stability + circularity

Scan the QR code for case studies and articles.



**CASE STUDIES**



**ARTICLES**



# OVERCOMING BARRIERS TO SUSTAINABLE PACKAGING

## Common Concerns

- Resistance to change
- Upfront cost
- Performance doubts

## How We Help

- Real-world data & LCA proof
- Equipment optimization
- Collaborative supplier partnerships





“Sustainable packaging isn’t a tradeoff—  
it’s a strategic advantage when backed  
by data, testing, and the right partners.”

# Thank You!

See me at Booth #18

**MARISSA LUNDBERG**

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