



So that **ECO**
is really **logical**

AirWave®



www.airwavepackaging.com



Let's finally make ECO logic!

The debate about sustainability and ecology is being conducted with more and more passion. There are many good reasons for this, but there is also a hitch:

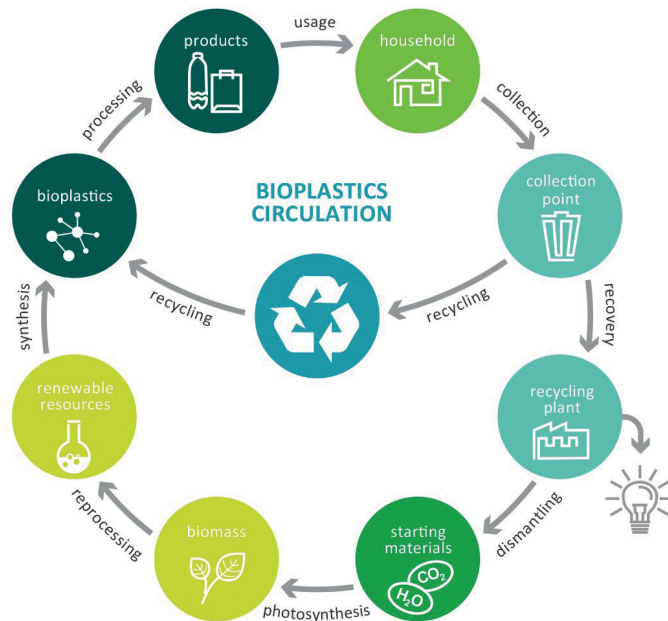
The equation 'Pro environment = Anti plastic' doesn't stand up.

Anyone who wants to be honest about their packaging must abandon cherished clichés. The reason for this is shown in a study by the 'Environment Agency' that was commissioned by the British government.

The result: To achieve the same CO₂ footprint as a plastic bag, a fabric bag would need to be used 131 times. If the PE bag is only used once as a waste bag, it would need to be used 327 times! The footprint for paper is not much better.

And modern plastics can do so much more! Thanks to innovative, environmentally-friendly developments, we are paving the way for ensuring that plastic film can be integrated into the material recycling systems with almost no environmental impact. Step by step, we are realising solutions that make the packaging materials more natural without the customer having to do without the comfort of AirCushion. If a clever system comprising multiple use recycling, proper sorting and disposal is in place after the product is used for the first time, then the road is clear for sustainability that has truly earned this name.

Then ECO becomes a really logical option.



Consistent recycling makes Polyethylene One the best materials for today's technical demand: Extremely thin, without CO₂ footprint and reusable 1000 times. CO₂-neutral films with 82 % recycling share:

EcoWave-100 by AirWave Packaging

If packaging also needs to be spot-on for the marketing; paper plus bio-film. Home compostable, made 100 % from recycled paper and easy to dispose of. The world's first paper AirCushion:

PaperWave®-by AirWave Packaging

The desire for sustainability does not mean you have to do without intelligent film packaging.

Compostable bio films:

PlantWave®-Bio by AirWave Packaging



Climate neutral
Packaging
ClimatePartner.com/12798-1902-1003

