SUSTAINABLE PACKAGING: CREATING BRAND ALIGNMENT AND REDUCING DOWNSTREAM WASTE

SESSION SPONSOR:

Moderator: Andrew Livingston, Vicente Sederberg LLC
Panelists:
Chloe Grossman, Council on Responsible Cannabis Regulation
Ronjit Basak-Smith, Sana Packaging
Barbara Diner, Higher Standards Packaging
Sustainable Cannabis Packaging & Hemp-Based Plastic

Ron Basak-Smith
WHY CANNABIS PACKAGING?

WHY HEMP PLASTIC?
WHY CANNABIS PACKAGING?

- ORGANIC GROWING METHODS
- WATER EFFICIENCY
- ENERGY EFFICIENCY
WHY CANNABIS PACKAGING?

- PACKAGING MATERIALS
- PACKAGING WASTE

DISTRIBUTION & RETAIL

CANNABIS SUSTAINABILITY SYMPOSIUM
PACKAGING MATERIALS

PETROLEUM-BASED PLASTIC

- Dangerous to extract
- Produces carbon dioxide
- Does not biodegrade
- Destroys our oceans
PACKAGING MATERIALS

- Discard over 33M tons per year
- Only 6% is recycled
- Enables fossil fuel industry

Recycling
PACKAGING WASTE

OVER ONE BILLION UNITS OF PLASTIC PACKAGING WASTE PER YEAR
PACKAGING WASTE

WHY ARE WE USING PETROLEUM-BASED PLASTIC FOR SINGLE-USE ITEMS?
PACKAGING WASTE

WE CAN DO BETTER!
WHY HEMP PLASTIC?

IDEAL INDUSTRIAL CROP

- We can grow it domestically
- Uses less water and pesticides than any other industrial crop
- Absorbs carbon dioxide
- Hemp plastic is biodegradable
- It’s family!
OUR MATERIALS

HEMP PLASTIC
CONCENTRATE CONTAINER
CHALLENGES OF HEMP

FEDERAL PROHIBITION
COST & SCALE
CORN SUBSIDIES
PROCESSING FACILITIES

IT AIN’T EASY BEING GREEN
POST CONSUMER RESIN FOR RIGID CANNABIS PACKAGING

BARBARA DINER
HIGHER STANDARD PACKAGING
Recycled Plastic Resins are available in different types of recycled plastics

- The proper term for 100% recycled plastic is post-consumer resin or “PCR”
- Available PCR plastics may be made of recycled HDPE, PET or Polypropylene
- After being sorted and checked, recycled plastic can take on a new life by being made into brand new containers
- Packaging products in containers made from PCR is an efficient way to make your cannabis business more sustainable, environmentally responsible, and green.
HOW IT WORKS:
PCR HAS A COMPLETE SUSTAINABILITY CYCLE
ENVIRONMENTAL BENEFITS OF PCR PRODUCTS

- Help your retailers meet important sustainability goals
- Products made from PCR reduce energy consumption by up to 90% during the manufacturing process
- PCR products use up to 75% less CO2 to produce than virgin HDPE (#2) resin
- PCR products meet tough sustainability measures
- By including a message on your label, MIPS and dispensaries have the opportunity to let the public know you are using 100% recycled packaging: an important claim for many consumers
- PCR containers are a great option to aide in the reduction of waste and to help re-use plastic containers that are being recycled on a daily basis
Higher Standard Packaging offers the “R2” Jar manufactured with “PCR” HDPE Plastic Resin

- Higher Standard Packaging was the first packaging distributor to offer an “eco friendly” packaging solution made from HDPE-PCR which was developed specifically for the cannabis industry in 2015
- Available in several jar sizes utilizing a “push down and turn” child resistant cap
- Available in custom colors
Why consider “R2” PCR Jars for Cannabis Packaging?

- R2 Jars can be used in many food contact applications where HDPE resins have previously been used
- R2 Jars meet standards for packaging food, supplements, and “herbal” medicines
- The U.S Food and Drug Administration (FDA) has issued a “No Objection Letter” (NOL) for post consumer recycled (PCR) plastics

Why is this significant?

With the FDA “NOL” the resin is deemed equivalent to conventional HDPE plastics for food, beverages, drug and medical uses.
R2 JARS ARE MANUFACTURED USING SUSTAINABLE TECHNOLOGY

- Made primarily from curbside collected food packaging HDPE (#2) plastic (i.e. plastic milk jugs)

- Cleaned by a proprietary process utilizing heat and air without harmful chemicals designed to rid the plastics of contaminants

- Recycled plastic is melted and formed into the final pellets that are used for the manufacturing of Higher Standard Packaging R2 jars

- R2 jars can be recycled up to seven times without compromising the recycling stream making them a truly an environmentally friendly solution.
R2 Jars are available in a wide variety of sizes for Flower, Edibles, Concentrates and Topicals.
CANNABIS SUSTAINABILITY SYMPOSIUM

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