

HI-CONE RECOGNIZED AS AN “ENVIRONMENTAL INNOVATOR” IN PACKAGING DESIGN

This March, Hi-Cone’s environmentally sustainable packaging and manufacturing captured industry-wide attention as Beverage World Magazine recognized Hi-Cone as one of the companies driving successful innovation in sustainability. To recognize “green efforts”, Beverage World presented its first Sustainability Packaging Awards: “This award honors packaging suppliers which stand out for the way they help beverage companies market ‘greener’ brands”.

Hi-Cone’s Paul Larson and Elizabeth Sheaffer spent time talking with Beverage World about Hi-Cone’s sustainable advantages and the life cycle inventories we conduct on our systems at the Pack Expo Trade Show. Beverage World, impressed with Hi-Cone’s environmental approach and commitment to sustainability, asked for their participation with sustainable packaging thought leadership.

Beverage World published “The Value of Sustainability”, by Elizabeth Sheaffer, Director of Global Strategic Marketing at Hi-Cone, in their March 2015 issue. In this thought-provoking article, Sheaffer focuses on how packaging sustainability can be an effective way to help build brand loyalty with consumers.

For years, Hi-Cone has used Life-Cycle Analysis (LCA) to assess the environmental impact of all stages of the product life-cycle. Every step is evaluated; from raw materials to processing, manufacturing, distribution, use, and recycling. The LCA approach can also correct inaccurate beliefs. For example, consumers may view plastics in general as having a negative impact. In fact, when compared to multipackaging manufactured from other materials, ring carriers weigh so little that they usually have the least overall environmental burden. There are lower energy input requirements, less greenhouse gas generated, and a net reduction in the generation of solid waste, as well as fewer pounds of post-consumer packaging waste to manage in the disposal or recycling phases.

Sheaffer also discusses the need for accessible, accurate environmental packaging information as well. For example, it is not well known that every Hi-Cone ring carrier sold in the U.S. has been photodegradable since 1988. Ring carriers account for only a small fraction—approximately 2 percent—of wildlife entanglements, based on data from The Ocean Conservancy’s International Coastal Cleanup. In its 25th anniversary report, The Ocean Conservancy commended Hi-Cone’s innovative wildlife protection initiatives, and gave special recognition to Ring Leader, Hi-Cone’s 25-year-old ring recycling program.

Hi-Cone’s innovative packaging can, in fact, help stakeholders communicate to consumers and provide key insights to consumer behavior when used as an interactive feature. The new Impact carriers have been shown to increase engagement with consumers and extend a brand’s reach beyond the shelf. Sheaffer stated, “Sustainable packaging is part of the price of admission to the future of the beverage market. Communicating our commitment to it is a smart way not only to capture brand equity, but to show how we are earning consumer loyalty”.

