

Sustainability & Packaging

Kite is passionate about the impact packaging has on the environment and specialises in eco-friendly packaging alternatives, to improve recyclability and reduce waste, for a more sustainable future.

There is no planet 'B'

- Emmanuel Macron



Sustainable Packaging

To create a sustainable future we need to embrace a circular economy, where the **recyclability of packaging is designed in from the very beginning.**

Kite's environmental approach embraces this philosophy to **enhance your brand image** by focusing on the recyclability and sustainability of the packaging you protect your products with.

We structure this by assessing your packaging in 4 ways:

- reduce** → the amount of packaging you use through audits
- re-use** → what returnable packaging systems could be employed
- recycle** → designing single material solutions promoting recyclability
- replace** → can packaging be changed from plastic to paper alternatives



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Sustainability & Packaging

As your trusted advisor, Kite provides impartial advice, helping you to navigate the myths of what is environmentally friendly and what is not. This prevents accidental greenwashing and ensures your packaging is truly sustainable.

Myth

Biodegradable & compostable plastics are better for the environment

Sustainable Packaging partner

Kite's environmental ethos provides you with **a wealth of resources to support your green business strategy**

- ✓ Certified carbon neutral
- ✓ Value added value engineered projects
- ✓ Eco-friendly products
- ✓ Pack weight reduction
- ✓ Single material packs
- ✓ Plastic reduction programme
- ✓ Carbon footprint focus
- ✓ Brand image enhancement

Kite is **Certified Carbon Neutral**, supporting our customers looking to achieve a green supply chain.

We actively help companies contribute to a circular economy by **funding recycling of packaging waste** through our accredited Packaging Compliance Schemes.

Our **product innovation** is market leading, providing the greatest choice to customers from our sustainable preferred supplier partners.

Our expertise extends to the **Plastic Packaging Tax**, helping customers to understand their liabilities and what they can do to minimise its impact.



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Examples of Kite's sustainable range of plastic-free, eco-friendly packaging

**PLASTIC
FREE**



Envirobox



Void fill



Hivewrap



Paper Tape



Corrugated layflat



Edge Protectors



Mailers



Presentation filler



Thermal Packs



Pallets



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By taking a lead and packing your goods in an environmentally friendly way, you not only achieve sustainability, but also make it easier for your customers to do the right thing, and recycle the packaging they receive.

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Let Kite help you drive your green business strategy by reviewing your packaging to reduce, re-use, recycle and replace.

Call us on **02476 420065**

or email

enquiries@kitepackaging.co.uk



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