

# CAN YOU AFFORD NOT TO USE SUSTAINABLE PACKAGING?

Don't Be Left Behind in a Competitive Market.  
Make The Smart Choice with Smart-LAM.

Consumers are showing an increased demand for transparency and sustainability across the entire supply chain. In fact, according to a recent study<sup>1</sup>, 94% of consumers are more likely to be loyal to completely transparent brands.

Leading pet food brands are differentiating themselves by making the shift to sustainable packaging. This shift is happening rapidly because 72% of customers are now willing to pay more for sustainable packaging<sup>2</sup>. Sustainable business practices are also an increasingly important part of corporate social responsibility initiatives. Don't lose your place on shelves and in the minds of your customers—invest in sustainable packaging and a transparent supply chain.

## SMART-LAM VS. TRADITIONAL LAMINATION

### The Sustainable Choice for Pet Food Brands

Smart-LAM has all the features you expect from a typical stand-up pouch and box pouch, plus these added benefits:

- High-density polyethylene (HDPE) means Smart-LAM is stiff, runs well on your packaging lines.
- Smart-LAM is easily recyclable.
- Lamination-grade inks are protected by the top layer of film so you don't have to worry about smudges or scratches to your graphics.
- Luxurious silk finish helps your product stand out in a crowded marketplace.
- Two different barrier options, "moisture" or "moisture, and oxygen" mean you never have to worry about shelf life.

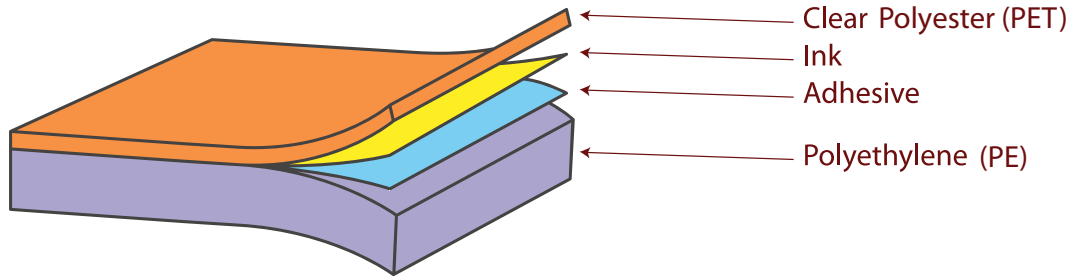


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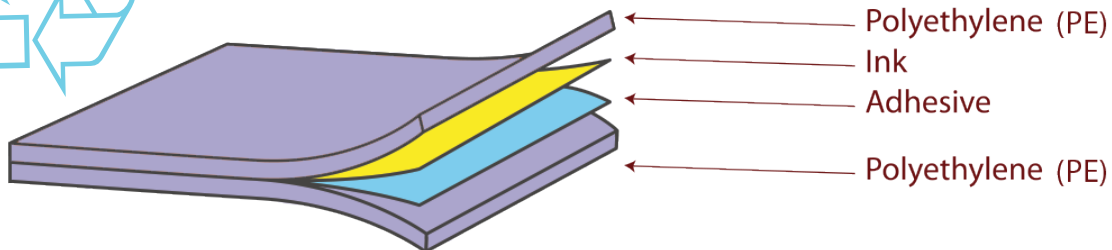
[emmersonpackaging.com](http://emmersonpackaging.com)

Smart-LAM uses an added layer of polyethylene (PE) to replace the polyester (PET) used in traditional lamination. This gives it a lower and more consistent melting temperature to make it a highly recyclable and environmentally friendly material.

## TRADITIONAL LAMINATION



## SMART-LAM



**Make a smart choice,  
with Smart-LAM.**

1. Label Insight Transparency ROI Study, 2016
2. BillerudKorsnäs Commercial Panel, 2017

Learn more revenue-boosting pet food packaging trends—download the Premium Opportunities in Pet Food Guide.

**Visit [emersonpackaging.com/petfoodforum](http://emersonpackaging.com/petfoodforum) to get your copy.**



Your responsibility. Our responsibility. **Sustainability.**