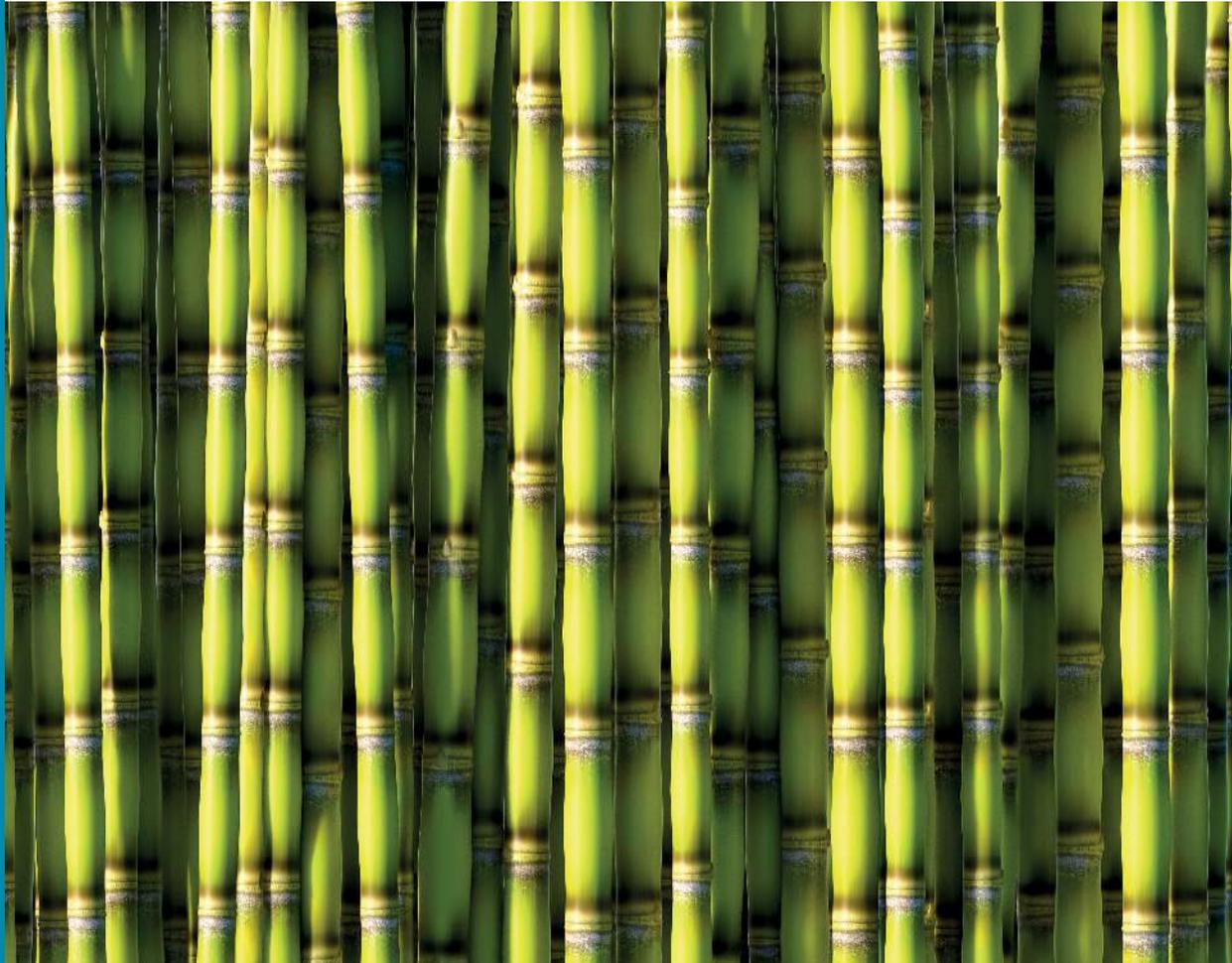




**SUSTAINABLE & RECYCLABLE  
AIR PILLOW FILM**



**Wanting to move your parcel void-fill  
away from 'unfriendly' plastic?**

**Sweetair does just that.**



# SUSTAINABLE & RECYCLABLE AIR PILLOW FILM



## 1. What's Happening?

51% of all shopping across the globe is now completed online (fortune.com). The drastic increase through the last 20 years means that in the UK alone there were 600 million online orders fulfilled during 2015.



## 2. The Problem

Packaging has struggled to cope with the hugely increased variety of products ordered online. 42% of parcels sent in the UK are now over packaged, and as much as 33% of all landfill waste is packaging (Greenchoices).



## 3. Void-fill's Remit

82% of parcels sent through the courier networks contain some form of void-fill to fill otherwise empty space or to protect the goods.



## 4. The Void-fill Problem - Air Pillows

Air pillows are more protective than other forms of void-fill and are also more cost effective (because they are mainly air). The huge problem though? You cannot recycle them so they go directly into landfill.



## 5. The Void-fill Problem - Paper

Paper is one of the more expensive forms of void-fill and typically offers less protection than other types. It comes from forests, and also takes up more room in your recycling processes due to its density.

## 6. The Sweetair Solution

Sweetair is the world's first sustainable, recyclable and carbon reducing air pillow system, designed with this whole problem in mind. 92% of it is made from plants, in a process which is fuelled by self-sufficient bioelectricity. It's classified as a Bioplastic by European Bioplastics Organisation.



## 7. The Plants

Sugar cane plants are grown in 100 countries around the world. With a lifespan of 6 years, they use specialist low-till agriculture, therefore reducing their carbon impact. As with all plants, they also take CO2 out of the atmosphere. No GM plants are used, and growth areas are kept away from areas of the forest. 40% of the world's sugar cane comes from 70,000 smaller farms under a fair-trading scheme.



## 8. Traditional Air Pillows V Sweetair

Sweetair air pillows look, feel and perform the same as the traditional fossil fuel based air pillows. However, they are 92% sustainable and 100% recyclable, as opposed to 0% sustainable and 0% recyclable. There are also no harmful additives in them.



## 9. How New is This?

**sweetair**

This is a world first to air-pillows, however there are other Bioplastics from the same sources used by companies like Coca-Cola, Heinz, Ecover, Nestle, Tetrapak and Pantene.



*92% bio plastic made from renewable plant products, this is set to change the way we think about plastic air pillows and void-fill. It's actually a greener option than paper void-fill too.*



*Sweetair, the only truly sustainable and 100% recyclable air pillow film, made from plant ethanol.*

## Fact Summary

- 92% Sustainable
- Certified by European Bioplastics
- 100% Recyclable through normal UK methods
- Food safe

## Advantage Over Paper

- Greater protection
- Far more cost effective
- Lighter, therefore cheaper to transport
- Positive impact on the environment

## Branding Opportunity

- Each pillow can be own branded

## Standard & Heavy Grade

- Standard grade performs better than traditional polythene
- Heavy grade is super strong, co-extruded film for fragile and heavy applications

## Card Operated Machine

- Pre-programmed for different users
- Controlled by department manager
- Faster to operate

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