

The Better Packaging Co. helps L'Oréal kick sustainability goals

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Starting from today, Garnier, L'Oréal Paris, and Maybelline product send outs will use zero-waste, fully recyclable and photodegradable ØPACKS from The Better Packaging Co.

The partnership evolved as a demonstration of L'Oréal's Sustainability Commitment, which among other things, pledges to optimise packaging and reduce waste.

"We developed the Better Packaging Co. for exactly this kind of collaboration," director of The Better Packaging Co. Kate Bezar said. "We make it simple for companies like the L'Oréal group to directly substitute their current packaging for more sustainable alternatives."

The ØPACKS are part of The Better Packaging Co.'s innovative range which is at the forefront of emerging sustainable materials technology, actively reducing plastics in the environment through innovation. ØPACKS are made from limestone off-cuts from the construction industry and turned into packaging using only renewable solar power, no water, acid or bleaches and generating no waste or greenhouse emissions - hence the name ØPACKS = 'Zero Packs'.

In addition to ØPACKS, The Better Packaging Co. supplies a range of certified 100% home compostable courier satchels and poly bags as well as labels and tape currently in development.

"We can help businesses reduce their environmental impact and reach their sustainability goals with affordable and easy to implement alternatives to plastics," co-Director Rebecca Percasky said.

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ABOUT THE BETTER PACKAGING CO

Founded by experienced businesswomen Kate Bezar and Rebecca Percasky, The Better Packaging Co. designs revolutionary, customised packaging solutions for the new eco-nomy – a circular economy in which generating waste is not an option and the earth's resources are not treated as infinite. Their focus is on sustainable packaging solutions for eCommerce, the food industry and retail.

Their growing list of clients includes Marcs, David Lawrence, Karen Walker, Incu, Roxy, Buddy Franklin, WelleCo, Spell and the Gypsy Collective, RipCurl, Sendle, Quay eyewear, Tigerlily, Assembly Label, L'Oreal, Garnier, Maybelline. <https://betterpackaging.co/>

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