



## CASE STUDY: PACKAGING

# Sports apparel packaging, meet sustainability.

## The Challenge

A national sports apparel retailer wanted their retail packaging to mirror the circular economy outlook of their stores.

Their specific sustainability goals mandated renewable or recycled content with the ability to be effectively recycled or composted at the end of the packaging's life. The solution also needed to be printable, heat sealable, and have a premium look.

## Key Requirements

- + Materiality
- + Circular Economy
- + Cost Effectiveness

## The Discovery

Though premium films with 100% PCR content were sourced, the client went with MCX's alternative finding: a high-quality packaging solution that utilizes rapidly renewable content and can be effectively composted at the end of its life.

## The Material Solution

This multi-laminate film is metalized for a premium look but still has certification for safe compostability. It's a win-win-win for the retailer, their customers, and the environment.

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- + Efficiency Evaluation
- + Competitive Analysis
- + Product Evaluation
- + Opportunities Analysis
- + Material Trends

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