

# Newsletter

## A Message from the CEO, Marta Sylvester

As we settle into 2023, let's make sure that we look for ways to mitigate climate change in an impactful way. For those of us in the packaging industry, it's super important to continue looking for materials that meet our collective sustainability goal and not to overlook the materials that have a proven record in that regard. In the coming year, we are committed to getting the word out on innovation and existing material we need to re-consider.



## Go Plastic Free

### Pick Aluminum

For years the beverage industry has relied on Aluminum packaging because of its many outstanding attributes. Today, as we look at materials that are sustainable, Aluminum stands ahead of the pack. Aluminum's carbon footprint reduction, lifetime recycling value, and profit margins are just a few reasons why making the switch to aluminum is the better choice.

### Beverage

With various styles, we can help your beverage brand stand out. Since Aluminum is so light, it can help save energy during logistics, providing a more cost effective solution.



### Nutraceuticals

Aluminum is the lightest packaging material to offer a complete barrier to light, gases, and moisture. Ensuring your product is both protected and eco-friendly.

### Personal Care

Cylinders, Aerosol, Foamers, Roll-On, Bottles, Jars, and Collapsible Tubes are just some of the packaging options we offer Personal Care clients.



# Your packaging can have it all!

- Sustainable packaging can be stylish and secure. NuGen will not compromise on any elements to create your packaging.
- More than ever, consumers are demanding sustainable products that are part of the circular economy. This desire creates value for shoppers and drives purchase decisions.
- You can make a positive impact (on the environment & your bottom line) quickly and easily by choosing Aluminum as your packaging solution.



Meet some of the NuGen team: from left, Paola Zingaro - Sales & Marketing Rep, Madelyn Caraballo, Operations Manager, and Marta Sylvester, CEO

**We will work with you to provide the best solutions for your brands' success and our precious Earth.  
Let's connect!**

