

Newsletter

What does your packaging say about your brand?

With another Earth Day behind us, we're reminded, as leaders and creatives within the packaging industry, that we have a duty to be thankful and respectful of the Earth every day by offering guidance, education, and innovative solutions. Has your brand made a conscious effort to choose sustainable packaging materials? The packaging you select says more about the integrity of your brand than you think.

"I often see brands forming their narrative around clean and eco-friendly products yet, they continue to use packaging components and ingredients that harm our environment and bodies. Today's discerning consumers expect and look for more from the products they consume and that includes how the packaging (the first thing they come in contact with) is sharing their concern about waste/recyclability/responsibility."

— NuGen CEO, Marta Sylvester

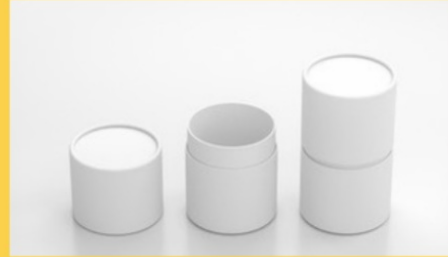


We're proud to announce Spoon's environmentally friendly rebrand! We worked with the team to deliver climate-friendly products - all metal packaging, that meet the needs of consumers and the planet.



What's UP with Deodorant Packaging?

Traditional plastic deodorant sticks are damaging to the environment. A better sustainable option is the Push-UP cardboard tube packaging which is completely made of biodegradable FSC certified paper.



4 Reasons to Switch to Plastic-Free Deodorant Packaging

- Zero-plastic
- Reduce greenhouse gas emissions, which in turn mitigates the effects of global warming. The most common greenhouse gases emitted by plastics are carbon dioxide, methane and nitrous oxide. These gases exacerbate global warming.
- 100% biodegradable. They are lined with a plant-based waxed paper liner that is fully compostable, biodegradable and creates an oil-resistant barrier from the outer paper.
- FSC certified paper



Stay TUNED

Ask Marta Series!
Every week, NuGen Packaging CEO, Marta Sylvester, will chat about an industry topic.



We continue to work with large and small-scale brands, in all stages of the planning process. Whether it is a package rebrand or an innovation, NuGen can help.

- NuGen Team

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