



innovator

AWARDS

A green icon of a lightbulb with a gear inside and a leaf-like shape, symbolizing innovation and sustainability.

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TRAYAK
SUSTAINABILITY STARTS HERE

Innovation in a *Product or Material*

20
24



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Winner! CHOCAL Packaging Solutions: Chocal Paper Blister



Innovation in a *Recovery Technology or Practice*

20
24



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Winner! UPM Raflatac: Driving Release Liner Recycling with RafCycle

How does our circular solution work?

Our solution is simple:

1. Manufacturers collect their liner waste
2. We pick it up at no charge
3. The material is delivered to a partnering recycling facility
4. Materials are recycled into housing insulation, new paper products, and rPET products



Collect label waste



Pick up



Create new materials



Recycling process



Innovation in an *Overall Packaging System*

20
24



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Winner! Orora Packaging Solutions: Jarbot Reusable Packaging System





SUSTAINABLE PACKAGING
COALITION®

A Project of

