



Navigator Company packaging brand to host sustainability webinar

Description



The main purpose of this webinar is to discuss the importance of *Eucalyptus globulus* as a differential element for innovation and the creation of a disruptive product that opens the way for a new packaging paradigm. Industry experts Angela Graham-Brown (WBCSD), Fabienne Sinclair (PEFC), and Jonathan Tame (Two-Sides) will discuss forests, biodiversity, sustainability, the importance of PEFC, the growth of the circular bioeconomy with forest products, the myths, and facts about paper packaging and the role of virgin fibre. gKRAFT aims to be the solution that guarantees the reduction of the use of fossil materials, as is the case with most plastics, in favour of renewable and biodegradable forest-based materials to help build a sustainable future. The Navigator Company's packaging solution includes three sub-brands targeting specific market needs: FLEX was designed to develop flexible packaging for the food industry, catering, and pharmaceutical trade; BAG is intended for retail product

packaging already used by major international brands; finally, BOX (focused on paper for corrugated cardboard boxes) is intended for more resistant industrial and retail packaging, namely food retail, where there is a growing need for shelf-ready packaging, particularly in refrigerated environments, with high-quality printing to attract consumers and differentiate brands from the competition.

Read the full article at: www.channelinfo.net

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