UNPACKING THE PERFECT DAY

From sunup to sundown, we go about our daily routines, and each step of the way is made easier by modern packaging. Some packaging innovations are easy to see, like food bags with a convenient zipper close, while others hide in plain sight all around us. Take a quick journey through a typical day in modern life to learn more about how packaging enhances our global standards of living and can be responsibly repurposed to bring greater benefits.

Starting the Morning

Reducing food waste doesn't just keep you safe, it cuts your carbon footprint!

In the U.S. alone, a **20% reduction** in food waste could save **millions of tons** of greenhouse gas emissions.

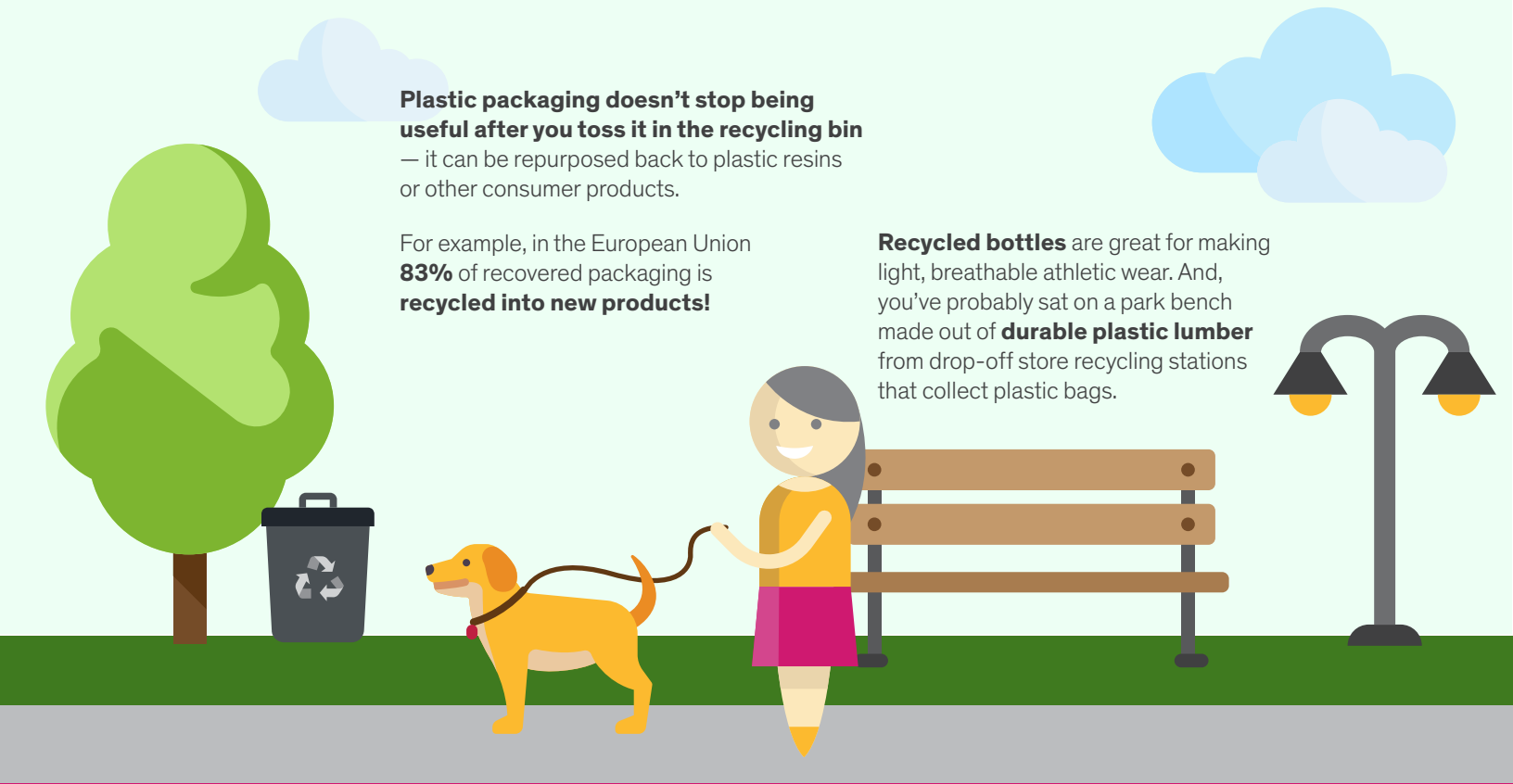
Advanced food packaging keeps food fresher than ever, preventing fresh produce, dairy, meats and packaged dry foods from spoiling before you can eat them.

Receiving a Mid-Day Package

Studies show that plastic packaging helps reduce CO_2 emissions in transportation — tougher, lighter e-commerce packaging helps your items arrive in perfect condition, cutting down on the resources shippers use in transporting goods and replacing damaged orders.

Logistics companies ship goods in custom packaging, **reducing the empty space** in their delivery trucks and **requiring fewer trips and less fuel** to deliver the same amount of packages.

Taking an Afternoon Stroll in the Park



Plastic packaging doesn't stop being useful after you toss it in the recycling bin — it can be repurposed back to plastic resins or other consumer products.

For example, in the European Union **83%** of recovered packaging is **recycled into new products!**

Recycled bottles are great for making light, breathable athletic wear. And, you've probably sat on a park bench made out of **durable plastic lumber** from drop-off store recycling stations that collect plastic bags.

Getting Ready for Bed

Innovations in plastic packaging that keep air and light from getting to products are making it possible to **reduce or remove preservatives** from products like makeup and medicine.

Sterile packaging is essential for keeping hygiene **products safe and germ-free.**

References:

Section One
- https://denkstatt.eu/download/1954/
- http://www.refed.com/analysis?sort=economic-value-per-ton

Section Two
- https://www.trucost.com/publication/plastics-and-sustainability/
- https://www.incpen.org/using-less-packaging/

Section Three
- http://ec.europa.eu/eurostat/statistics-explained/index.php?title=Packaging_waste_statistics
- https://www.plasticsmakeitpossible.com/plastics-recycling/how-to-recycle/at-home/recycle-plastic-every-day/

Section Four
- http://www.packagingdigest.com/cosmetics/5-advances-and-packaging-trends-in-the-beauty-universe-2017-05-15
- https://www.cdc.gov/oralhealth/infectioncontrol/faqs/packaging-storing.html

Discover more about the future of packaging on the IN Perspective blog:
https://www.dow.com/en-us/packaging/resources/in-perspective