



Why are retailers collecting accurate private brands packaging data pre-commercialization?

October 16, 2024



Our Services



Consulting

Pioneering packaging
strategy

Consulting businesses

in packaging,
sustainability and
legislation



Technology

Empowering data
driven decisions

Implementing technology

solutions to support efficient
and effective data
processing, collection and
analysis



Insights

Illuminating future
opportunities

Reporting on trends and

insights to inform
companies of the direction
of travel

Findings

8 out of 10

Organizations
are concerned
by the
demands of
EPR

7 out of 10

Organizations
believe their
data should
be more
accurate

2 out of 10

Organizations
are clear on
how they
should
mitigate fees
in the future

Multiple packaging specifications can be evaluated and compared before a final decision.

01

A total cost of goods evaluation, which includes EPR costs

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A total cost of goods evaluation, which includes EPR costs

02

Recyclability evaluation of the component

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A total cost of goods evaluation, which includes EPR costs

02

Recyclability evaluation of the component

03

Scope 3 carbon comparison

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A total cost of goods evaluation, which includes EPR costs

02

Recyclability evaluation of the component

03

Scope 3 carbon comparison

04

Adherence to Walmart packaging guidelines and "right first time"

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A total cost of goods evaluation, which includes EPR costs

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Recyclability evaluation of the component

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Scope 3 carbon comparison

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Adherence to Walmart packaging guidelines and "right first time"

05

Guaranteed compliance with legal requirements

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Guaranteed compliance with legal requirements

06

Understanding and appreciation of risks inherent in the final packaging choice



e-halo

managing sustainability everyday

We partner with leading retailers, CPGs & manufacturers who are all determined to achieve the same outcome.

- Accurate packaging data for EPR submissions
- Acceleration of packaging sustainability improvements
- Commitment to compliance with legislation
- Continuous improvement





aura

pioneering global change

QR Code linking to e-halo page





Thank you