



REIMAGINE PACKAGING



HP FIBER-BASED PACKAGING SOLUTIONS

Plastic waste is posing a threat to our planet and future

353 million tonnes of global plastic waste, more than doubled from 2000
 Only **9%** of the plastics waste is recycled
40% of global plastic waste comes from packaging*
 We need a better solution.

*OECD on 22 February, 2022: <https://www.oecd.org/newsroom/plastic-pollution-is-growing-relentlessly-as-waste-management-and-recycling-fall-short.htm>



HP Fiber-based Packaging Solutions

What consumers are looking for in the packaging

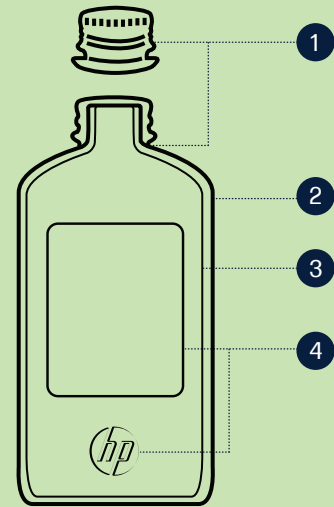
- Fiber Based
- 100% Recyclable
- Scalable
- Reducing Plastics Usage

We aim to develop a packaging that could be thrown into recycle streams and reborn to something new and useful.

Reimagine your packaging with A Fiber Based Solution

- 1 CLOSURE SYSTEM**
A variety of materials are available.*
- 2 OUTER CASING**
Different options for fiber are feasible.
- 3 INNER BARRIER**
We provide solutions that offer plastic reduction.
- 4 DECORATION**
100% paper label, debossing/embossing design that enhance the paper texture and imprint or raise surface designs.

*Aluminum on this specific representation.



Join our Sustainability Journey



1 FEASIBILITY STUDIES

Feasibility assessment and Proof-Of-Concept for preliminary testing for your new pack



2 DESIGN & PROTOTYPE

Offer decoration design and samples of new packs for brand review and approval



3 PILOT SCHEME

Production pilots for consumer tests



4 PRODUCTION SCALE UP

Partner to scale up technology production