

Welcome to Packaged Sustainable!

Our mission is to make sustainable packaging the norm worldwide and our plan has 3 parts:

1. Gather the best [sustainable packaging suppliers](#) with the most sustainable packaging options in one place
2. Create a platform where the general public can [find CPG brands already using sustainable packaging](#) and allow consumers to easily “vote with their dollars”
3. Building an army of sustainable packaging consultants (SPCs) who are hungry to change the world by getting businesses to choose the very best sustainable packaging for their products through [Free & Objective consultations](#).

The sustainable packaging industry is experiencing a “dot com” moment where tens of billions of dollars<sup>1</sup> are shifting from traditional to sustainable packaging. If we can help brands in that shift, by educating them and also connecting them with the right suppliers, it is reasonable to believe that we can earn our share of this new market

## **Brand Values**

1. There are many ways to go “sustainable” with your packaging based on what environmental problem you want to help with.
2. The only enemy is “greenwashing” or misleading people. That is different from disagreeing with how someone wants to go sustainable.
3. “Progress, not perfection” is a better mindset than sitting on the sidelines.
4. There is a “higher calling” when it comes to sustainability and we should try to actually think about what is best for the planet in addition to making money.
5. The best way to create change in the world is by voting with your dollars. This is why we have a consumer platform where you can find brands with sustainable packaging.
6. Nobody has all the answers when it comes to sustainability, even if some people do a good job pretending.
7. It’s not “too late” and we should never give up trying to protect the planet. That mindset makes no sense and should be avoided.

## **Learn More About Free & Objective Consultations**

The consultation will not feel like a sales pitch, but rather an educational conversation with a sincere individual who genuinely cares. This is very different from meeting with a packaging sales person trying to “close a sale” in the shortest period of time possible.

---

<sup>1</sup>The global sustainable packaging market size was valued at USD 244.30 billion in 2022. It is projected to reach USD 476.28 billion by 2031 (Source: [Straits Research](#))