

## DESPERATELY SEEKING SUSTAINABILITY?

If your company is searching for ways to become more environmentally responsible, there are a few simple changes you can make to “green up” your secondary packaging processes. This brochure explains some of the ways Better Packages products can assist in your efforts.

By implementing these changes today, your company can positively impact the environment by creating less waste now and in the future. Your company will also directly benefit by seeing a reduction in material costs and an improvement in your operating efficiencies.

## LEARN MORE AT BETTERPACKAGES.COM

Visit the Better Packages website at [www.BetterPackages.com](http://www.BetterPackages.com) for product details and much more:

On the homepage, click on **Package Security PowerShow** to watch a video on the benefits of BetterSeal Secure water-activated tape.

Click on **Testimonials** to see why other companies switched to water-activated tape and Better Pack dispensers.

Go to **Education & Solutions** and click on **Sealing Methods** to learn the advantages and disadvantages of different carton sealing methods. Or, click on **SGS Tape Tests** for results of independent SGS studies on the effectiveness of carton sealing methods.

For more information, call our Customer Service department at 800-237-9151.

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## HOW BETTER PACKAGES PRODUCTS IMPACT SUSTAINABILITY

Educational Brochure  
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## USE RECYCLABLE PACKAGING MATERIALS

BetterSeal Secure non-reinforced water-activated tape is made from natural, plant-based, 100% biodegradable materials. Plastic tape is made from petroleum—a non-renewable fossil fuel. Switching to BetterSeal Secure Tape is one of the easiest and quickest ways a company can “green up” its secondary packaging.



The majority of paper tapes are completely biodegradable, recyclable and repulpable. Plastic tape does not biodegrade in nature. Reinforced WAT is easily removed and recycled during the repulping process.

Even when plastic tape is removed from corrugated cartons, the adhesive leaves behind a residue that can weaken the recycled corrugated material. The plastic adhesive residue, also known as “stickies,” can damage the expensive screening and filtering machinery used during the recycling process.

If your company is trying to use more products that are created from recycled materials, you should be aware that corrugated cartons with a high recycled content don't work well with plastic tape. The shortened fibers of the recycled material don't allow the plastic tape to “grip” the box. The adhesive in BetterSeal Secure Tape absorbs into the corrugated material, whether it's new or recycled, and forms a permanent, secure bond.

## ELIMINATE MATERIAL WASTE

Better Pack dispensers are designed with keypads or easy-pull handles to aid packaging professionals in dispensing the appropriate amount of tape needed—no more and no less.



The Better Pack 555eSa is available with an optional ultrasonic AMD (Automatic Measuring Device), taking the guesswork out of measuring. Just place the box against a backstop, push one button and the precise amount of tape is dispensed. In high-volume packaging environments, or where there is high turnover in packaging areas, the AMD maintains efficiency and completely eliminates tape waste.

## REMOVE UNNECESSARY PACKAGING

Using BetterSeal Secure Tape enables companies to reduce the amount of tape they are using. Water-activated tape (WAT), particularly reinforced WAT, is extremely strong. All WAT bonds with the corrugated material to form a permanent seal, so only one strip is needed to form a strong, tamper-evident seal, versus several strips of plastic tape.

Because WAT offers a strong, sturdy seal, heavy items can be packaged using more appropriately sized boxes with less filler material. And because WAT is tamper-evident and tamper-resistant, less filler material is needed inside the box to protect expensive items and keep would-be thieves out.

## REDUCE LANDFILL DEPOSITS

Better Pack brand dispensers are rugged, reliable and built to last. The average age of electric models in use today is over 16 years; manual models average over 20 years in service. They are designed for ease of use, so multiple packaging professionals on changing, busy shifts can share dispensers and easily keep up with demand.



Compare the 16- or 20-year life expectancy of a Better Pack dispenser with an estimated 3-month life-span of a handheld plastic tape gun, both getting consistent, daily use. During the 16 years of useful life of a Better Pack electric dispenser, a single packaging professional will potentially discard 64 handheld tape guns.



*Carton Sealed with BetterSeal Secure Tape*