Sustainability's 'Tight' Green Grip on Bakery Packaging

In 2024, sustainable packaging has become the third most crucial factor in bakery product purchases, following food safety and shelf life.

Consumer demand is clear:

- 59% are less likely to buy products in environmentally harmful packaging
- 47% won't purchase products in harmful packaging
- 25% would pay 10% more for sustainably packaged products

Yet, many US bakeries still ship air in non-sustainable packaging, costing up to $6,600 per truck, per trip. This practice ignores the consumer need for improved packaging sustainability and impacts the bottom line.

The Problem with Air-Filled Packaging

Typical snack bags contain up to 43% air by volume, using minimally sustainable materials that fill landfills rapidly. This practice extends beyond chips to cereals, granola, and crackers, increasing costs and decreasing value for consumers.

> "Producers often stick with air-filled packaging due to product preservation needs, lack of alternatives, equipment constraints or inconsistent air removal processes."
>
> — HUGH CROUCH | PACKAGING PRODUCT MANAGER | HARPAK-ULMA

In light of modern sustainability goals, the industry's reliance on traditional pillow packaging with injected air or gases is outdated. Commercial baking must embrace innovative, sustainable packaging solutions that meet consumer demands and boost profitability.

By addressing this issue, producers can reduce waste, lower shipping costs, and appeal to environmentally conscious consumers — a win-win situation for businesses and the planet.

Tight-Bag Technology: The Sustainable Packaging Solution

In response to growing consumer demand for eco-friendly packaging, many bakeries are turning to more sustainable innovations. The Tight-Bag system from Ulma Packaging is leading this charge, offering significant production savings and meeting customers' environmental goals.

Tight-Bag works seamlessly with Ulma's vertical form/fill/seal (VFFS) applications to extract precise amounts of air from product packaging. This innovative approach eliminates the need for perforations, ensures leak-proof and contamination-free packaging, and maintains product integrity while significantly reducing material waste.

Tight-Bag optimizes packaging sustainability at every stage of the process:

- **Primary packaging:** Package size is reduced by up to 20%, saving materials and costs.
- **Secondary packaging:** Smaller primary packages allow for more products per carton and pallet.
- **Shipping:** Increased product density per shipment reduces carbon footprint and transportation costs.

Sustainable production savings

Tight-Bag isn't just more sustainable for bakery packaging; it's also profitable for production across a broad range of baked products.

Impressive savings

Tight-Bag addresses a top challenge in the baking industry — raw material costs. Bakers can save up to $777,600 annually in material costs and up to 37% when using recyclable HDPE compared to metalized films. These savings compound across multiple packaging applications.

Maximum efficiency; fewer shipments

Tight-Bag enables shipping up to 1.5 million additional products annually at reduced costs with fewer shipments. This significant improvement in sustainability and efficiency benefits the environment and boosts the bottom line for bakeries.

Tight-Bag meets consumer demand for sustainable bakery packaging now and for the future.

Visit www.harpak-ulma.com for tomorrow's sustainable bakery solutions today.
To learn more about Tight-Bag technology, email joshbecker@harpak-ulma.com.

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