



02 9452-3566  
sales@getpacked.com.au

# BubbleWrap®

BRAND PACKAGING

## Recycled Content Inflatable Air Pillows

The BUBBLE WRAP® brand recycled content inflatable air pillows provide the protection you need without slowing down your operation in a cost-effective, sustainable solution available in 95% recycled-content and 50% recycled-content configurations.



### BENEFITS



#### Operational Efficiency

- Lightweight, saving on freight costs and energy consumed when compared to paper
- Requires fewer roll changes, reducing labor and increasing up-time



#### Product Integrity

- Keeps products securely in place throughout the distribution cycle



#### Package Optimization

- Durable, requiring less cushioning protection during the shipping cycle
- Increased edge seal life keep bags inflated longer



#### Brand Experience

- Secures and cushions goods while in transit, reducing returns due to damage, increasing customer satisfaction
- Custom printing available for added brand awareness
- Prevents product damage while reducing your environmental footprint by using at least 50% or 95% recycled content

### CHALLENGE

The pressure to provide packaging options that reduce environmental impact while still offering the same level of protection has become more important than ever. In fact, the 2023 Buying Green Report showed that 82% of consumers are willing to pay more for sustainable packaging, up four points from 2022, showing that even in tough economic times, the environment remains a consumer priority\*. As a result, offering consumers sustainable packaging has become critical to your success.

### SOLUTION

BUBBLE WRAP® brand recycled content inflatable air pillows are a cost-effective, void-fill available in two options with varying degrees of sustainability. These sustainable air pillows are an efficient void fill solution that prevents goods from shifting, bruising, or breaking during distribution, reducing returns due to damage, improving customer satisfaction. Our BUBBLE WRAP® brand air pillows retain inflation longer and have 20-30% more consistent inflation than competitors, offering better product protection during transit.



*Shown: Air Pillows being inflated on the BUBBLE WRAP® Brand Rocket on-demand inflatable void-fill system*



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### SUSTAINABILITY

- Available in 2 recycled-content configurations with varying degrees of sustainability
- How2Recycle (H2R) (*designated optimally recyclable*) compliant for store drop-off recycling
- By inflating on-demand, these inflatable air pillows reduce freight costs and greenhouse gas emissions associated with inbound delivery trucks
- Provides superior cushioning performance, reducing damage and increasing re-usability



Shown: 95% RC Air Pillows with Personal Care Items

### MATERIAL

- Available in 2 recycled-content configurations
  - **Extreme:** 95% recycled-content (55% post-consumer and 40% post-industrial)
    - 4,200 ft rolls
  - **Efficiency:** 50% recycled-content (30% post-consumer and 20% post-industrial)
    - 5,900 ft rolls
- Inflatable air pillows are sold in 5 pillow sizes
  - 8" x 5"
  - 8" x 8"
  - 10" x 5"
  - 10" x 8"
  - 12" x 8"
- Made from high density PE material
- When used as void fill, these air pillows provide similar protection to our high-performance virgin BUBBLE WRAP® brand inflatable air pillows



Shown: Assortment of rolls in varying sizes

### EQUIPMENT

- Engineered to be used with the BUBBLE WRAP® brand Rocket on-demand inflatable void-fill system

### APPLICATIONS

- Ideal for 3rd Party Logistics, fulfillment centers and ship-from-store applications
- Suitable for an assortment of applications requiring product protection such as:
  - Blocking and Bracing
  - Interleaving
  - Carton Lining
  - Surface Protection



Shown: Assortment of inflated air pillows in varying sizes



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