

## Client overview

The client was a global FMCG company producing a wide range of consumer products. Many of these products currently contain single-use plastics and as part of the client's ongoing sustainability programmes, they wished to identify alternative solutions that can be used to replace these plastics. One potential solution explored was to use recyclable paper-based materials as a sustainable alternative to these plastics, however many of the currently available paper-based solutions do not have the ability to meet the key functionalities needed (i.e. rigidity, moisture resistance). In order to overcome these limitations, the client was seeking technology solutions that would enable paper-based material to have similar functionalities as plastics.



## The search

Strategic Allies (SAL) initiated a technology search (via secondary research and SAL's network) to identify food-grade paper stiffening and moisture resistant technologies that would comply with the EU Single Use Plastics Directive. Potential technology solutions explored include specialty-grade papers or application of agents, binders or sustainable barrier coating onto paper material to increase the stiffness/rigidity and moisture resistance of paper.

Technologies that were used in industries such as food service (e.g. single-use paper/fibre-based tableware, cutlery, straws) and/or FMCG/retail (e.g. single-use packaging) were explored. Ideally, potential solutions will have the ability to withstand liquid for a period of time and are commercially available globally or close to commercialisation within the next 18 months. In order to meet the EU Single Use Plastics Directive, potential technology solutions must not contain material classed as plastics, which includes bio-based plastics.

## Outcome

**SAL presented 16 companies with potential technology solutions to the client** - Detailed overview of each technology and the company's development and manufacturing capabilities were captured along with supporting literature, following interviews.

**The client took up direct contact with 7 of the companies** presented by SAL.

*"Lots of opportunities.....Good list to start - really good to learn about these - definitely follow-up"*

*"Fantastic leads coming through... great working with SAL"*

*"Very pleased - excited to discuss the new opportunities"*