

# 4 reasons why paper-based tubes lead the charge in **sustainability, boost sales, and captivate green shoppers**

With paper-based tubes appealing to environmentally responsible consumers, integrating them into your premium drinks packaging strategy can mean big benefits for your business.

Explore the four reasons why paper-based tubes are the obvious choice for premium drinks brands looking for unmatched protection for their products, the planet, and their future business success.



## 1 Meet environmental goals and deliver easy recycling for customers

Paper-based tubes are **100%** recyclable in domestic waste streams, making disposal effortless for your customers. This not only enhances the customer experience by simplifying their recycling efforts but also helps your brand meet green goals and navigate tightening packaging regulations such as the Packaging and Packaging Waste Regulation (PPWR).

By encouraging easy recycling, you contribute positively to the environment while staying compliant and competitive in an increasingly eco-conscious market.

## 2 Increase appeal and enhance shopper loyalty

Eco-conscious consumers look for brands that prioritise planet-friendly solutions. In fact, consumer endorsements of sustainability have risen by **84%** over the last ten years (Kantar), with environmentally friendly packaging and reducing waste the two practices consumers value the most (Deloitte).

As sustainability is now a consumer expectation, eco-friendly premium drinks packaging highlights your commitment to reducing your brand's impact on the planet. Using recyclable solutions appeals to the growing number of consumers who actively seek drinks products with green credentials.



## 3 Drive sales and premiumise your drinks products

The sophisticated look and feel of paper-based tubes instantly elevates the perceived value of your products, giving them a luxurious edge. As more successful brands embrace premium identity (Kantar), and consumers willing to spend an average of **9.7%** more on sustainably produced or sourced goods (PWC) planet-friendly paper-based tubes, allow for captivating designs in a range of finishes - think striking branding, tactile surfaces and elegant inside prints - that command consumer attention.

This premium packaging not only wows customers and boosts sales, but also showcases the quality and value your brand represents, all while being kind to the planet.

## 4 Attract new customers and boost brand visibility

Premium tube packaging transforms your products into desirable gifts, making them the top choice for special occasions and celebrations. This not only encourages purchases from gift buyers but also introduces your brand to new potential customers. With **85%** of consumers (Ipsos) influenced by online reviews and social media, beautifully designed packaging increases the likelihood of customer endorsements and social media sharing.

By offering an exceptional unboxing experience, you not only delight the recipient but also amplify your brand's reach and reputation, turning gift-givers and receivers alike into loyal advocates.



**Say cheers** to premium paper-based gift tubes that elevate your brand.

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