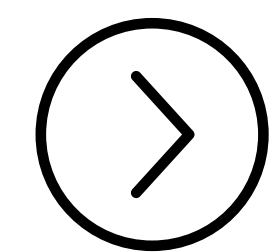


Webinar Q&A

Session two 2026



*Plastic or paper?
– key considerations brand*

Q&A

01

What are the most common questions brands ask?

The most frequent questions focus on:

- Price – how alternatives compare to traditional polybags
- Performance – whether the solution works reliably in real supply chains.

While sustainable alternatives are becoming more accepted, cost competitiveness remains a key area of continuous development. At the same time, brands are increasingly open to investing in better solutions.

In addition, brands also ask about:

- Customer experience
- Brand communication and transparency

For example, WILDPLASTIC® emphasises storytelling, traceability, and visible impact as part of the product offering.

Q&A

02

What is the role of design in circular packaging?

Design plays a critical role in enabling circularity. If packaging is not designed for circularity, it will not function as circular in practice. Clear communication through design helps users understand:

- How to dispose of packaging
- The environmental impact
- The purpose behind the material choice

For VELA™ (glassine bags)

- Packaging acts as a “blank canvas” with strong branding flexibility
- No suffocation warnings are needed, allowing cleaner design
- Disposal instructions and regulatory markings must always be included and are continuously updated to reflect changing regulations

Q&A

03

Can VELA™ bags handle transportation by sea (e.g. Hong Kong to Europe) without causing mould?

Yes, generally there are no issues. Glassine paper allows humidity to pass in and out, reducing the risk of mould. No major claims have been reported. However, brands should always conduct their own testing and due diligence.

Q&A

04

How are required markings (e.g. Triman logo in France) handled?

- Designs follow the latest disposal regulations
- Standard logos (e.g. Triman, Spanish recycling logo) are typically included
- Optional logos (e.g. Portuguese) depend on brand needs
- Final artwork is customized and approved by each brand

Q&A

05

How do VELA™, and WILDPLASTIC® compare to recycled LDPE polybags? MOQs?

Alternatives are currently **more expensive** than recycled polybags. Pricing depends on, volumes, delivery locations, level of customisation. However, the market is evolving, and brands are increasingly willing to pay for sustainable solutions.

MOQs:

- VELA™:
 - Custom solutions have MOQs
 - Global stock program (8 standard sizes) enables smaller trials
 - Standard sizes are often the most cost-efficient
- WILDPLASTIC®:
 - Mostly produced on demand
 - MOQ typically 5,000–10,000 units
 - Some standard stock options available

Q&A

06

What is the roadmap for increasing recycled content in VELA™ bag packaging?

Increasing recycled content is a key priority. A 100% recycled post-industrial paper solution is close to global launch.

The new material:

- Meets durability and performance requirements
- Has a slightly different look and feel

Challenges include:

- Ensuring consistent quality across global supply chains
- Maintaining high performance standards
- All new materials undergo extensive testing before launch.

Q&A

07 Closing note

Brands are encouraged to:

- Conduct their own trials when implementing new packaging
- Consider the full picture: cost, performance, sustainability, and customer experience