



Consumers positive about biodegradable packaging

Packaging supplier NNZ recently commissioned a survey amongst Dutch consumers and packaging professionals to study their views on biodegradable packaging. Biodegradable packaging products are plastics that are not produced in the traditional way, namely from petroleum, but from 'renewable raw materials' such as potato or corn starch. Planted every year, these raw materials provide an inexhaustible source, unlike fossil raw materials. Biodegradable packaging can be fully decomposed after use (according to the CEN 13432 standard) and be fed back into nature's cycle after six weeks, provided this takes place under the right conditions.

The survey showed that many consumers feel positive about biodegradable packaging. There is a remarkable willingness to pay extra for packaging that is biodegradable. However, familiarity with this packaging is low.

NNZ was not just interested in the opinion of the end users, but also aimed to investigate how the packaging industry viewed biodegradable packaging. The survey showed that biodegradable packaging in the industry is relatively unknown. The saying 'unknown, unloved' appeared to apply. Some packers were under the impression that biodegradable packaging would be more difficult to process than traditional plastics. The fact that these products produce more noise (crackle) and the higher costs are regarded as disadvantages. The consumer survey showed the opposite, however. Consumers feel very positive about biodegradable packaging and are prepared to pay more for it.

Many packaging firms indicated that they see more opportunities for this type of packaging in future. In view of the ever-rising oil prices, price differences with traditional packaging products are becoming less relevant. However, most important for packaging firms are the views of their clients, the supermarkets. After all, these are the chain parties that decide whether biodegradable packaging will be sold or not.

The researchers concluded that in order for the share of biodegradable packaging to grow, it needs to be made more familiar. The seedling logo is unknown amongst packaging firms and consumers. The two target groups are not sufficiently informed about the existence and characteristics of biodegradable packaging.

For more information, please contact:

NNZ bv,

P.O. Box 104, 9700 AC Groningen, the Netherlands,

Aarhusweg 1, 9723 JJ Groningen, the Netherlands.

T +31 (0)50 5207800, **F** +31 (0)50 5207801, **E** info@nnz.nl

www.nnz.nl