



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. They are 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 uptime



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 and 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 and efficient void-fill solution available in two options: 95% recycled content and 50% recycled content. These sustainable air pillows help prevent goods from shifting, bruising, or breaking during distribution, reducing returns due to damage and 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

Recycled Content Inflatable Air Pillows

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: Recycled Content Air Pillows with Food 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