

ECO FRIENDLY

in every layer

Sustainable Packaging catalogue '25

showcasing research-driven,
low-carbon solutions for
sustainable choices.

Who We Are

HBI is an innovative global contract development and manufacturing organisation, specializing in nutritional, cosmetic, and healthcare products. Partnering with leading brands, we deliver innovative, science-based, and sustainable solutions that enhance well-being worldwide.

500+

new products
developed annually

1,800+

skilled
employees

70+

R&D
team members

100%

renewable energy
across all sites

Global Group of Manufacturing Experts

HBI Group is a global leader made up of 7 businesses, with 8 manufacturing plants in the US and Europe serving over 120 countries.



 **HBI** Amerilab
Technologies

 **HBI** Ion
Labs



 **HBI** EuroCaps

 **HBI** Laleham

 **HBI** Thompson &
Capper

 **HBI** Design Plus



 **HBI** Bittner



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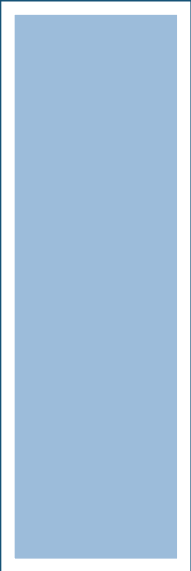
On a mission to be the world's most sustainable contract manufacturer.

MICHAEL HUGHES
CEO, HBI

Our Commitment to a More Sustainable Future

Driven by purpose, we're committed to reducing environmental impact and helping our customers choose better, more sustainable packaging options.

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Why Sustainable Packaging Matters for Your Brand

Sustainability is no longer a nice-to-have, it's a business imperative.

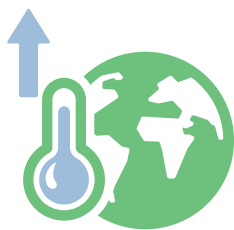
Today's consumers are more conscious than ever, actively seeking brands that align with their values. Sustainable packaging not only reduces environmental impact, it also strengthens brand trust, enhances shelf appeal, and drives customer loyalty. By making thoughtful packaging choices, your brand can lead with purpose, meet evolving market expectations, and future-proof your products, all while contributing to a healthier planet.

IT'S TIME TO MAKE A DIFFERENCE



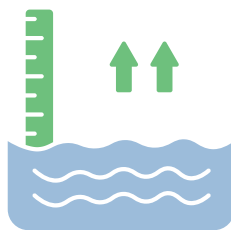
The State of Our Planet

Key Climate Statistics and the Impact of Global Warming
As the climate crisis intensifies, businesses must act. Packaging waste is a major contributor to pollution and emissions, making sustainable packaging not just a smart choice, but a critical responsibility for brands looking to reduce impact and stay ahead.



1.5°C

global temperature in 2024, the hottest year on record



21-24cm

rise in sea levels since 1880



170

countries who have agreed to reduce plastics by 2030

What Consumers Want in Packaging

Today's consumers are actively seeking brands that prioritize sustainability, especially when it comes to packaging. Eco-friendly materials and recyclable designs are no longer a bonus, but a key factor in purchase decisions. Understanding these behaviors helps brands stay relevant, responsible, and competitive.



63%

consumers are expecting companies to drive sustainability initiatives



30%

increase in brand favourability for those who commit to sustainability



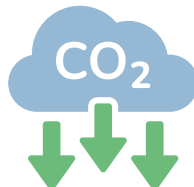
74%

consumers are willing to pay extra for sustainable packaging



UP TO 30%

reduction in material costs by using lighter, stronger materials



35-75%

carbon emission savings by using refillable packaging



90%

Gen Z consumers willing to pay more for sustainable materials

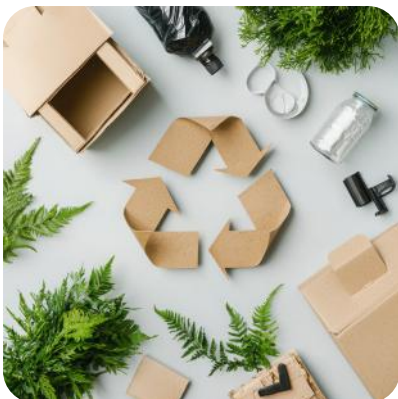
Smart, Sustainable Packaging Options

Eco-friendly options that reduce waste and support your brand's sustainability goals - from recyclable and refillable to compostable and ocean-bound materials.



Recyclable Packaging

Packaging made from materials that can be collected, processed, and reused to make new products, helping reduce waste and conserve resources.



Recycled Content Packaging

Packaging made from reused materials to reduce waste and environmental impact. conserve resources.



Reusable & Refillable Packaging

Packaging designed to be used multiple times, reducing single-use waste and promoting sustainability.





Compostable & Biodegradable Packaging

Packaging that breaks down naturally, reducing waste and environmental harm.



Mono-Material Packaging

Packaging made from a single material, making it easier to recycle.

Minimalist & Reduced Packaging

Packaging that uses fewer materials to cut waste and lower environmental impact.



Alternative Fiber-Based Packaging

Packaging that uses non-wood plant fibers, offering a sustainable alternative to traditional materials.

Water-Soluble & Edible Packaging

Packaging that dissolves in water or can be safely eaten, leaving no waste behind.



Ocean-Bound & Marine-Degradable Packaging

Packaging designed to prevent ocean pollution and safely break down in marine environments.

CO₂ CARBON

Our Sustainability Pack

On a journey to zero carbon, we're proud to be your strategic partner, providing more sustainable packaging solutions that support your goals and values.

2 MATERIAL SELECTION & COST EFFICIENCY

Our experts help you choose the right materials and craft well-designed packaging, carefully considering how it impacts your carbon footprint, cost, and long-term customer value.



1

DISCOVERY

We begin by understanding your brand, product needs, what sustainability means to you and your customers, and the potential environmental impact of your current packaging choices.

Packaging Journey

ner in working together to develop smarter,
our planet.

2 ECTION, DESIGN FFICIENCY

ose the right sustainable
ll-designed packaging,
ow each option reduces
cuts waste, and delivers
ost savings.



4

PRODUCTION & MANUFACTURING

We work closely with trusted packaging
suppliers who manufacture packaging
using efficient, eco-friendly processes
while minimizing waste



3

PROTOTYPING & TESTING

We develop prototypes and conduct
rigorous testing to ensure functionality,
durability, compliance, and environ-
mental benefits.



Sustainable Innovation at HBI Laleham

CASE STUDY

Eco Conscious Tubes – Light-weighting Exercise

1

'THE BRIEF'

An eco conscious customer wanted to reduce the environmental impact of their current tube offering concentrating on light-weighting / material reduction without impacting upon the highly visual product range.



30%

REDUCTION IN SLEEVE
THICKNESS

19%

MATERIAL WEIGHT
REDUCTION

46%

PCR INCLUSION

£0.02

COST SAVING
PER UNIT

2

'THE SOLUTION'

HBI Laleham implemented a new tube specification with a reduced sleeve thickness (from 0,500mm down to 0,350mm) with a recycled material (PCR) content inclusion. The chosen specification integrates a virgin material outer layer extrusion to provide a perfect finish for print application without color variation. A light-weighted 'slender' cap profile in polypropylene (PP) was chosen to further reduced polymer usage whilst maintaining a high functioning flip top cap closure.

**'INNOVATION'**

3

A new printing process 'prime print' was also implemented to allow realization of high-resolution designs required by the brand whilst reducing the need for multiple print color applications and corrections required with more traditional print methods. The print process advances allow for minimization of component wastage during print stage of tube production.

4

'THE RESULT'

The final tube specification realized a 19% material weight reduction in comparison to the existing tube format, whilst maintaining a higher than market average 46% PCR content inclusion which helped achieve a £0.01–£0.02 cost saving per unit in the process.

1

'THE BRIEF'

A well-established global brand in the health and wellness sector approached us to become their Contract Manufacturing partner. As part of this collaboration, we were asked to review the packaging of one of their softgel products to identify potential sustainability improvements.

2

'THE CHALLENGE'

The original packaging consisted of a plastic pot sealed with a tamper-evident plastic neck band. This was placed inside a carton that featured an internal cardboard structure to keep the pot in position. Although functional, this design was inefficient. Around 40% of the space within the carton was unused, leading to excess material usage and a larger packaging footprint than necessary.

43%

REDUCTION IN PACKAGING VOLUME



Smarter Packaging for a Global Nutritional Brand

CASE STUDY



Reducing Waste and Maximizing Efficiency...

'INNOVATION'

3

After finalizing the softgel formulation, our Technical and Commercial Packaging Team focused on optimizing the packaging. They identified a way to reduce waste and improve sustainability without compromising product protection or tamper evidence. By resizing the carton to fit the pot more precisely, the internal cardboard structure was no longer needed, as the snug fit kept the product secure in transit. The plastic neck band was also removed and replaced with a tamper-evident induction heat seal built into the lid.

4

'THE RESULT'

The redesigned packaging led to a 43% reduction in volume, dramatically improving pallet efficiency and reducing transportation costs. At the same time, material usage dropped, both in terms of plastic and cardboard, resulting in a smaller environmental footprint and lower packaging costs for the customer.

Nutritional & Wellness Packaging

We offer tailored packaging solutions that protect product quality, meet industry standards, and support your brand



Stick Packs

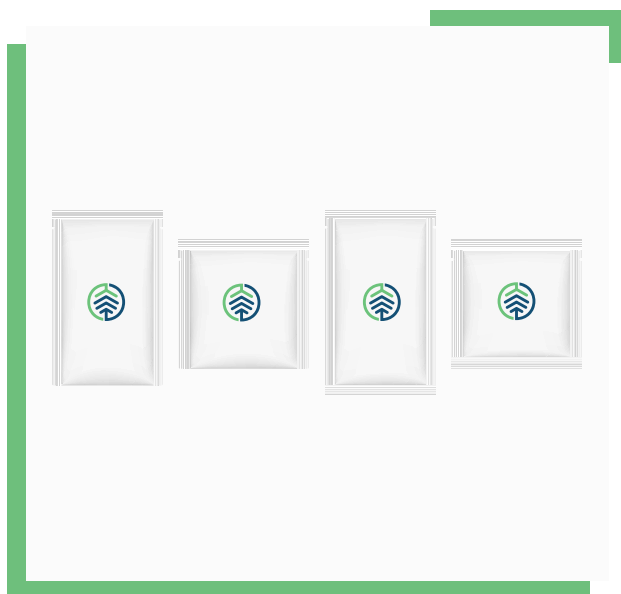
A slim, single-serve solution ideal for powders. Easy to use, portable, and great for preserving freshness.

MATERIAL:	PET/EZ Tear Foil/Surlyn/LDPE PET 12 micron/ALU 9 micron/PE TR 75 micron
SUSTAINABLE OPTIONS:	In process
SIZE:	23mm, 30mm and 35mm
BUSINESS:	HBI Amerilab Technologies HBI Ion Labs HBI Thompson & Capper

Sachets

Compact, single-use packs ideal for samples, travel, and portion control.

MATERIAL:	PET/Foil/Surlyn/LDPE
SUSTAINABLE OPTIONS:	In process
SIZE:	Custom sizes available
BUSINESS:	HBI Amerilab Technologies HBI Design Plus HBI Ion Labs





Tubes

Provide secure, moisture-resistant packaging for effervescent tablets, ideal for freshness and easy dispensing.

MATERIAL:	PP
SUSTAINABLE OPTIONS:	Recycle ready Biobased
SIZE:	85mm and 98mm*
BUSINESS:	HBI Amerilab Technologies HBI Thompson & Capper

**Other sizes available on request*



Pouches

Lightweight, flexible, and resealable. Perfect for powders, granules, and liquids with convenience and shelf appeal.

MATERIAL:	PET
SUSTAINABLE OPTIONS:	Recycled content Light-weighted
SIZE:	200x200mm
BUSINESS:	HBI Amerilab Technologies



Blister Packs

Secure, tamper-evident packaging, ideal for unit dosing and product protection.

MATERIAL:	PVC/PVDC with Aluminum Foil PE
SUSTAINABLE OPTIONS:	PVC free Recycle ready in development Recycled content via MBFA
SIZE:	6-60 tablets per blister pack
BUSINESS:	HBI Bittner HBI Thompson & Capper



Bottles/Pots

Secure, versatile packaging for tablets, capsules, powders, and liquids, with options to suit various product needs including induction seals.

MATERIAL:	PET PP HDPE options available
SUSTAINABLE OPTIONS:	Recycle ready Recycled content PET 30-100% PCR Biobased Biodegradable
SIZE:	50 - 750ml
BUSINESS:	HBI Ion Labs HBI Thompson & Capper HBI Bittner



Jars/Tubs

Offer sturdy, sealed packaging ideal for storing and transporting bulk powders securely.

MATERIAL:	PET HDPE
SUSTAINABLE OPTIONS:	Recycle ready Recycled content PET available
SIZE:	Custom sizes available
BUSINESS:	HBI Ion Labs



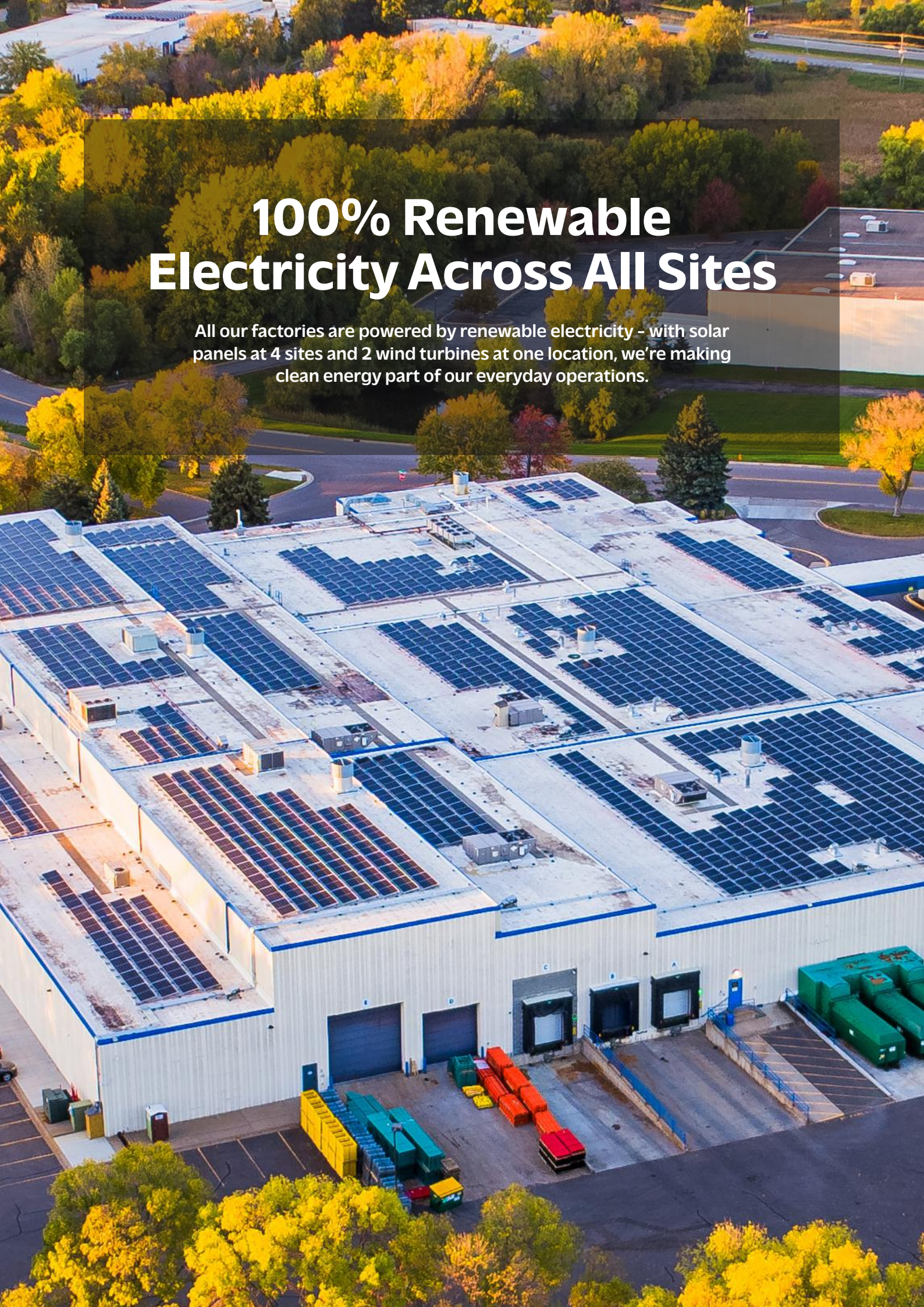
Cartons

Cartons offer customizable, eco-friendly packaging for unit doses, sachets, and bottles, ideal for branding and shelf presence. Tamper proof seals also available.

MATERIAL:	Carton board
SUSTAINABLE OPTIONS:	Recyclable Recycled content FSC certified Bio-based printing inks available
SIZE:	Custom sizes available
BUSINESS:	HBI Amerilab Technologies HBI Bittner HBI Ion Labs HBI Thompson & Capper

100% Renewable Electricity Across All Sites

All our factories are powered by renewable electricity - with solar panels at 4 sites and 2 wind turbines at one location, we're making clean energy part of our everyday operations.



Beauty & Personal Care Packaging

From creams and serums to scrubs and sprays, we deliver packaging that enhances product appeal, ensures protection, and aligns with your brand's identity.



Plastic tubes

Plastic tubes are lightweight, squeezable packaging ideal for creams, gels, and lotions, offering easy application and portability.

MATERIAL:	PE/PP (mono layer & Co-extruded) Laminate (ABL/PBL)
SUSTAINABLE OPTIONS:	Recycled content Light-weighted Mono-material
SIZE:	3 - 300 ml
BUSINESS:	HBI Laleham HBI Design Plus



Aluminum Tubes

Aluminum tubes are recyclable, protective packaging ideal for creams and ointments, helping reduce waste while preserving product integrity.

MATERIAL:	Aluminum
SUSTAINABLE OPTIONS:	Recycle ready (tube and closure) Recycled content up to 95% PCR Mono material snap closure
SIZE:	2 - 250ml
BUSINESS:	HBI Laleham HBI Design Plus



Jars

Jars provide practical, wide-opening packaging ideal for beauty creams, balms, scrubs, and masks, ensuring easy use and product visibility.

MATERIAL:	Glass PET PP options available, single, double or heavy walled
SUSTAINABLE OPTIONS:	Recycled content Recycled ready Mono-material single walled
SIZE:	5 - 1,000 ml
BUSINESS:	HBI Laleham HBI Design Plus



Pumps

Pumps offer hygienic, controlled dispensing for lotions, serums, and liquid cleansers, ideal for beauty and personal care routines.

MATERIAL:	100% PE (polymeric spring)
SUSTAINABLE OPTIONS:	Recycled ready Recycled content
SIZE:	5 - 500 ml
BUSINESS:	HBI Laleham HBI Design Plus



Bottles

Bottles are versatile packaging for shampoos, conditioners, lotions, and cleansers, offering easy handling and consistent dispensing.

MATERIAL:	HDPE PET PP Aluminum
SUSTAINABLE OPTIONS:	Recycled content options available (30%-100%) Prevented Ocean Plastic (POP) Biobased options Light-weighted
SIZE:	5 - 5,000 ml
BUSINESS:	HBI Laleham HBI Design Plus



Refill Packs

Refill packs provide a convenient, low-waste solution for replenishing shampoos, lotions, and cleansers, supporting eco-conscious beauty routines.

MATERIAL:	Polymer/Glass, Polymer/ALU, Polymer/Polymer combinations available
SUSTAINABLE OPTIONS:	Mono-material Recycle ready Recycled content for parent and refill components
SIZE:	Custom sizes available
BUSINESS:	HBI Laleham HBI Design Plus



Cartons

Cartons offer protective, customizable packaging, ideal for branding and presentation. Tamper proof seals also available.

MATERIAL:	Carton board
SUSTAINABLE OPTIONS:	Recyclable Recycled content FSC certified Bio-based printing inks available
SIZE:	Custom sizes available
BUSINESS:	HBI Laleham HBI Design Plus



Sachets

Sachets provide single-use, travel-friendly packaging ideal for samples, masks, and creams, offering convenience and precise dosing.

MATERIAL:	PP
SUSTAINABLE OPTIONS:	Recycle ready Recycled content in development
SIZE:	0.5 - 100 ml
BUSINESS:	HBI Laleham HBI Design Plus

Tertiary Packaging

We provide robust outer packaging that protects your products during storage and transit—ensuring they arrive safely and efficiently, every time.



Shipper

Durable outer cartons designed to protect and transport multiple products, ensuring safe handling and efficient distribution.

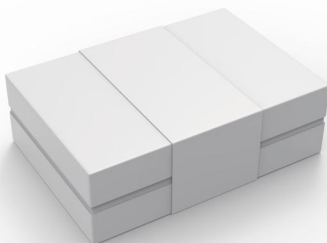
- Fully recyclable base material
- Recycled board grades available – up to 100% PCR
- FSC certified boards



Shrink Wrap

Tightly seals grouped products for secure handling and transit.

- PCR content
- Reduced weight material



Banding

Wraps a strip around products to hold them together with less material.

- Paper options available



Tape

Seals and secures packages for safe storage and transit; available in recyclable and paper-based options.

Looking to improve your packaging sustainability offering?
Contact us at enquires@hbidcc.com to discuss tailored solutions for your business.



We're committed to creating a more sustainable future, through responsible sourcing, innovative packaging, and conscious manufacturing. At every step, we aim to reduce our impact on the planet while delivering high-quality products our customers trust.

hbigroup.com



I'm made from 100% recycled paper.