

RollsPack Packaging Creates Eco-Sense to Change Sustainable Packaging in 2023

Eco-Sense Mailer, the future of sustainable packaging. A unique blend of paper and strengthening fibres makes it recyclable through kerbside recycling systems.



RollsPack Australia Logo

MELBOURNE, VIC, AUSTRALIA, December 1, 2022 /EINPresswire.com/ -- RollsPack brings the Eco-Sense mailer to the Australian [e-commerce packaging](#) market in 2023 to speed up the adoption and therefore use of packaging that is better for the environment.

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In a world focused on sustainability, the demand for eco-friendly solutions has pushed internet retailers towards biodegradable packaging options. Eco-Sense offers a better solution to this problem!”

Will Paton

In a sustainability-focused world, the push for eco-friendly solutions has driven online brands toward compostable packaging options. But the truth is that these are not truly sustainable due to the sunlight, air & water needed to break them down (and the lack of these elements in landfill sites).

Due to this, the Australian Packaging Covenant (APCO) has instructed businesses to start phasing out some of these packaging problems by 2025.

It's clear that recyclable packaging solutions are more sustainable and that is what RollsPack's 2023 product line specialises in.

RollsPack's new range of e-commerce packaging solutions features items like RollsPack's post-consumer recycled plastic mailers. But for businesses looking to be a step ahead of the competition, RollsPack now offers the Eco-Sense mailer.

RollsPack aims to make customisation of your Eco-Sense™ easy by allowing customers to design a packaging solution that suits their brand's needs!

The Eco-Sense™ matt material can be printed with up to 8 colours, allowing customers to maximise their brand's exposure through sustainable packaging.

The packaging's aesthetic is also customisable as RollsPack can create the mailers with either a brown kraft paper or bleached white paper look. On a practical note, the Eco-Sense™ can be made in varying thicknesses depending on the nature of the product and the logistics requirements. Eco-Sense mailers also feature a permanent sealing tape on its lip which provides a measure of tamper evident product protection.

The Eco-Sense™ is composed primarily of tough FSC certified kraft paper, giving it the strength needed for e-commerce journeys.

Will Paton
RollsPack Pty Ltd
+61 3 9588 0055

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The image is a promotional graphic for Eco-Sense packaging. At the top, a brown kraft paper mailer is shown against a background of green leaves. The mailer has a white label on the left with a barcode and text, and a white sticker on the right that says "Hello! You can put me in the recycling bin!" with a recycling symbol. Below the mailer, three icons are displayed: a recycling bin with a recycling symbol, a blue water drop, and a red and orange delivery truck. Under each icon is a text label: "Kerbside Recyclable", "Water Resistant", and "Made Tough For E-Commerce". At the bottom of the graphic, a dark green banner contains the text "Eco-Sense™... A Kerbside Recyclable Mailer" in white and orange. Below the banner, the text "Eco-Sense Curbside Recyclable E-Commerce Packaging" is written in a dark grey font.

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