

# Sustainable Packaging for Naturata's Products

Simplifying complexity through fact-based decision-making

## OVERVIEW

Naturata sells organic and biodynamically produced food, including coffee, cocoa, chocolate, pasta, sauces, tomato products, and more. For all its products, Naturata places great importance on natural processing and high-quality ingredients.

As a leader in the sale of organic and biodynamic foods, Naturata is fundamentally committed to sustainability and considers it its duty to use organic products and sustainable packaging. The ongoing debate and tension between their use of packaging and ecological responsibility are particularly crucial for Naturata. In addition to the quality of their goods, food safety and shelf life are of vital importance to them. Packaging designers and developers, therefore, must consider many different criteria to implement the ideal packaging solution.



Founded in: 1976



Organic and Biodynamic Food



Marbach, Germany

## CHALLENGES



### Alignment

of packaging solutions with the company's values and products



### Integration

of sustainability criteria in the demanding processes around the packaging life cycle



### Identification

of relevant environmental aspects for comparing different packaging solutions



### Increased

consumer preferences towards sustainable packaging solutions

## SOLUTION



### SPHERA'S SUSTAINABILITY CONSULTING AND PRODUCT SUSTAINABILITY SOFTWARE

Naturata worked with Sphera's Sustainability Consultants to evaluate and compare the environmental performance of different packaging solutions using Sphera's eco-design tool – GaBi Packaging Calculator. The GaBi Packaging Calculator is a web-based configuration tool that enables the creation of Life Cycle Assessments (LCAs) and can be used to compare different packaging designs.

Sphera's sustainability experts supported Naturata in calculating and comparing the environmental performance of four packaging options for cereal coffee. Some of the environmental impacts evaluated were: carbon footprint, water consumption and eutrophication potential. The reusability of packaging solutions and consumer behavior have also been considered.

Sphera's Sustainability Consulting and Product Sustainability Software solutions help organizations drive product sustainability by:

- Informing data-driven decisions during design and planning
- Enabling product innovation and eco-design
- Providing access to high qualitative and representative Life Cycle Inventory (LCI) data

## RESULTS

GaBi Packaging Calculator provided Naturata with bundled LCI data for each packaging option and helped examine their effects on the environment. The combination of calculated results and conclusions on durability, potential useful life and customer expectancy led Naturata to make a final decision.



**Packaging design streamlined**  
with overall company's strategy



**Fact-based scientific insights**  
to support decision-making on packaging options



**Increased transparency**  
on the emissions hotspots over the entire life cycle of the packaging



**Packaging that meet's consumer expectations**  
while maintaining product integrity

Is your company ready to push your product sustainability initiatives to the next level?

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