

LCA DATA TRANSFORMS TYLER PACKAGING'S STRATEGY

CASE STUDY

From Assumptions to Evidence-Based Sustainability Decisions

OVERVIEW

Tyler Packaging needed a better way to support sustainability-minded customers while navigating a complex packaging landscape. By conducting Life Cycle Assessments (LCAs), Tyler Packaging gained credible, data-driven insights that challenged assumptions, guided product strategy, and built customer trust through transparent, science-based packaging comparisons.

TYLER PACKAGING

Founded in 1982, Tyler Packaging is a specialist supplier of Flexible Packaging for Pet Nutrition, Food, Industrial, Point of Sale, and Agricultural applications.

THE CHALLENGE: PROVIDE SUSTAINABLE PACKAGING GUIDANCE WITHOUT BIAS

Tyler Packaging works with forward-thinking brands launching vegan, insect-based, and other sustainable pet food formulas. As interest in eco-friendly products grew, so did the demand for packaging to match. However, when clients asked for "the most sustainable option," Tyler's recommendations were often built on assumptions, biased toward their factory's capabilities. Before 2019, there was no data to support decisions between compostable, recyclable, or bio-based materials. Tyler needed real science to validate or challenge these assumptions and to avoid making misleading claims.

"So many brands came to us wanting the most sustainable packaging — and our answers were 100% biased. Doing LCAs gave us the data to have honest, credible conversations."

Adam Kay, Director

TAKEAWAYS

- 1 Compostable had 1% benefit over recyclable** and sometimes performed worse.
- 2 Polywoven packaging underperformed** due to high thickness requirements.
- 3 Post-industrial recycled content and recyclable options outperformed expectations.**
- 4 Larger bag sizes were 240% more efficient** than smaller ones in e-commerce.

THE SOLUTION

Collaborating with PSC and Trayak, they conducted a series of affordable LCAs. This initiative challenged assumptions, clarified tradeoffs, and empowered smarter packaging decisions for both Tyler and their clients. The result is a more transparent and credible approach to sustainability that customers trust.



A Multi-Year Investment in Data-Backed Packaging Comparisons

Tyler partnered with PSC and LCA provider Trayak to conduct a series of LCAs, beginning with their highest-volume product: a 2kg flat-bottom bag.

They compared seven common packaging types:

- Conventional
- Recyclable
- Compostable
- Paper
- Polywoven
- Recyclable with Bio-Based Content
- Recyclable with Recycled Content

Tyler learned that compostable packaging, long assumed to be superior, performed only 1% better than recyclable in total environmental impact—and worse in some regions.

Polywoven bags underperformed due to their required thickness. Conversely, recyclable formats with 30% recycled or bio-based content outperformed expectations. In e-commerce, switching from small to large bags improved environmental performance by 240%.

Data in Action From R&D to Sales Enablement

The LCA data provided Tyler with a new internal toolkit and a powerful sales differentiator:

- LCA results were incorporated into customer-facing presentations and sales decks.
- Internal tools were created to estimate CO₂ per 2kg bag and explain environmental savings.
- Technical data was translated into relatable impacts (e.g., barrels of oil, Olympic pools).
- An environmental calculator was developed for customers to compare product options.

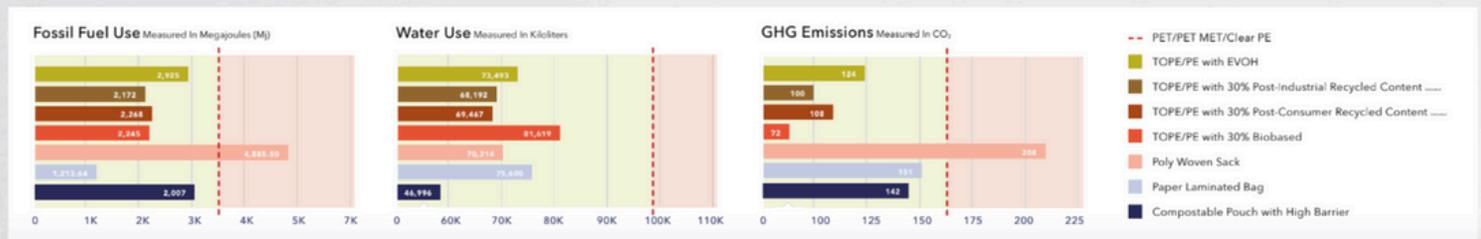
Sales conversations improved, with clients appreciating the transparency. Tyler now had concrete data to support recommendations instead of speculation.

WHAT'S NEXT?

Tyler is considering additional LCAs, including rigid vs. flexible packaging, and exploring how to expand data usage across their full product line. Their goal: to keep pushing sustainability forward with facts, not assumptions.

An Educated Consumer:

Comparing the Impact of 5 Packaging Solutions to PET/PET MET/CLEAR PE



Key Takeaways

1. The Recyclable, Compostable and Laminated Paper options all had considerably **lower** environmental impacts than the PET/PE option.
2. Although the Poly Woven Sack solution has beneficial use qualities, it had the **greatest environmental impact**, largely due to more mass per bag.
3. The LCA showed that TOPE/PE with EVOH was **lower** than PET/PE in **all 7 environmental indexes** measured and is our recommended packaging.
4. Utilizing recycled content has a huge environmental benefit. **Options with Post-Industrial content are available now!**

Download full results: 2dl8ng.share-eu1.hsforms.com/2l3T5wF3uRIC6kXjm23-v2Q

Learn more about Tyler Packaging's sustainability initiatives: tylerpackaging.co.uk

Please note: While these findings offer helpful insights, these LCA models have not been third-party verified and should be considered directional rather than definitive.

