

RESPONSIBLE PACKAGING FOR PET CARE

87% of consumers have a more positive image of a company that supports social and environmental issues.

– Cone Communications CST Study

Consumers are seeking out moral brands now more than ever before, and that includes for their pets! With a focus on both environmental and social responsibility, consumers expect brands to implement packaging strategies focused on responsibility, authenticity, and transparency.

Pet Care companies should consider reduced materials, refillable formats, recycled or recyclable solutions, and on-pack product traceability to resonate with consumers and drive brand loyalty.

Reduced Materials



THE PRODUCT

Healthy Hide Good 'n' Fun, kabob dog treats

THE PACKAGE

Tamper evident, resealable pouch
Reduced plastic



THE PRODUCT

Doggie Dailies, broth boost supplement

THE PACKAGE

Lightweight paper exterior
Reduced plastic interior
Dispensing closure
Separates for recycling

Refillable Formats



THE PRODUCT

Comfort Zone Diffuser, cat calming kit

THE PACKAGE

Diffuser
Refill rigid bottle with closure



THE PRODUCT

Nuestra Pets, waterless pet shampoo

THE PACKAGE

Continuous spray dispensing closure
Rigid bottle refill

Recycled or Recyclable Solutions

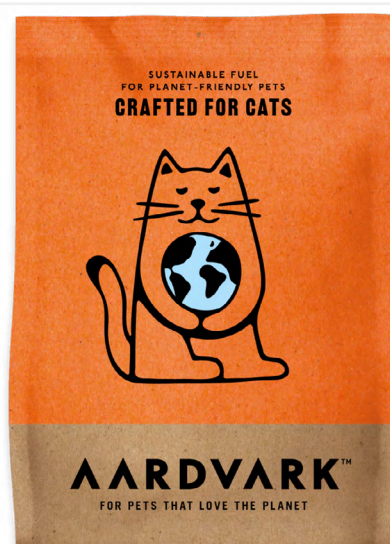


THE PRODUCT

Purina Tidy Cats, cat litter

THE PACKAGE

Handleware package
50% post-consumer resin (PCR)



THE PRODUCT

Aardvark, insect-based pet food

THE PACKAGE

Recyclable and compostable paper bag

Traceable Ingredients



THE PRODUCT

Zesty Paws, probiotic bites

THE PACKAGE

Round jar
On-pack ingredient, sourcing, and efficacy claims



THE PRODUCT

Gather, dry dog food

THE PACKAGE

On-pack ingredient and sourcing claims

Let's talk packaging!

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