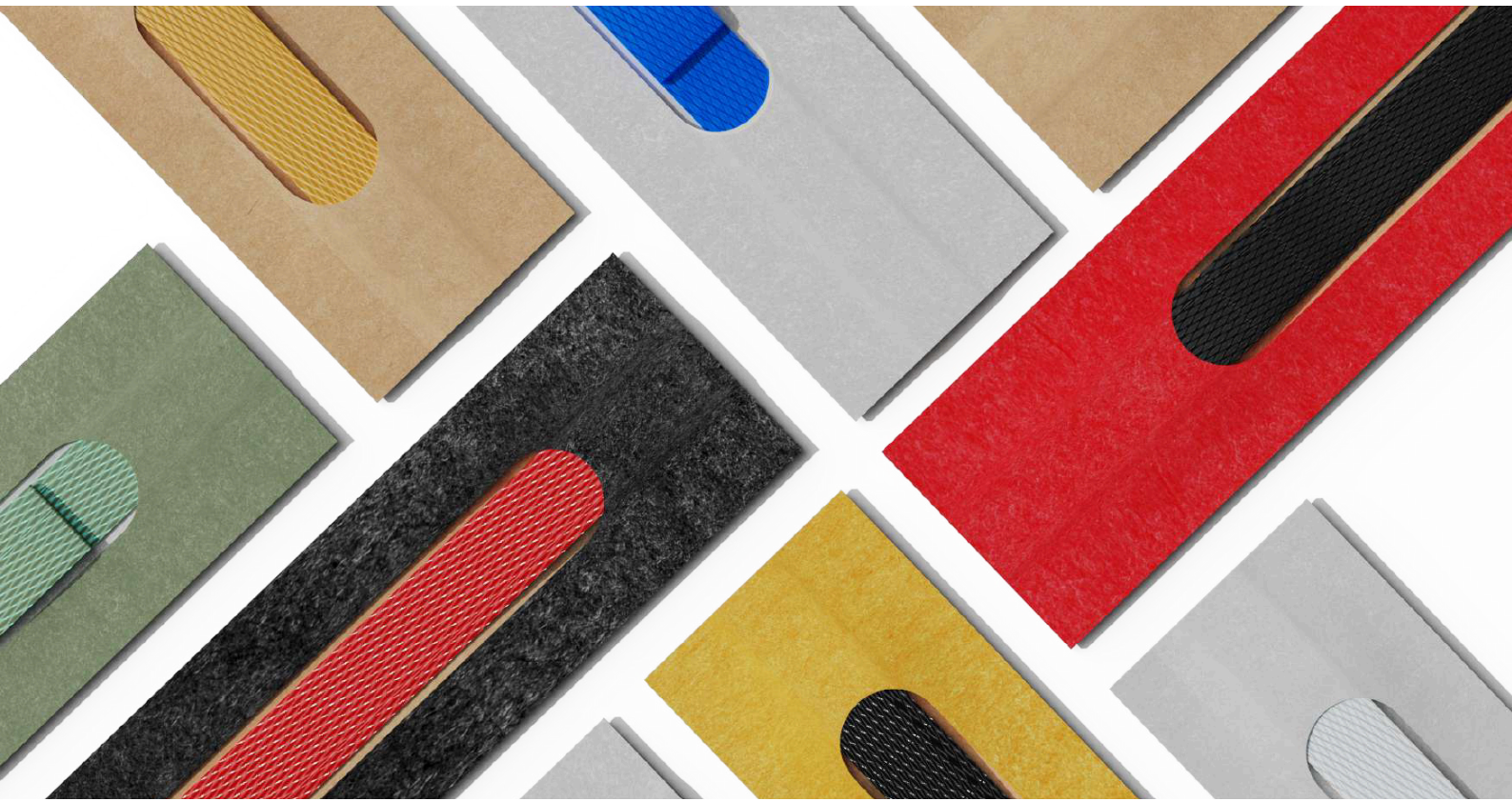




CHECKLIST

# The Sustainable Handle Checklist

10 points to get your packaging ready for the plastic-to-paper transition.

# Before you change: know where you stand

---

## 01 Plastic hides in cardboard too: find it

The box is cardboard, but handles, tapes, windows and laminated components often aren't. That's where the transition is really decided: small components that weigh heavily on how simple the end of life is, and on the sustainability story of the package as a whole.

☐ **Verified** | List of non-paper components, by item

---

## 02 Stay ahead of the regulation

The European regulation (PPWR) is moving towards recyclable packaging and less plastic. The road is mapped out and there is plenty of time to get it right: those who move step by step choose materials and suppliers calmly, and spend less.

☐ **Verified** | Regulatory requirements for your packaging category

---

## 03 Think mono-material

When everything is paper, the package speaks for itself: a single material, a simpler environmental declaration. Every extra material is an extra cost and one more question to answer.

☐ **Verified** | Compatibility of the handle with the paper recycling stream

---

## 04 Start from the needs of your package

Weight of the full package, how it is lifted, distribution channel: this is the specification everything starts from. Bring it to your supplier and let them propose the product that fits. Ask for the material's test data, and have the solution verified on your real format.

☐ **Verified** | Usage requirements defined and material test data

---

## 05 Choose the material for the use, not for fashion

Paper, fabric, reinforced paper: the right choice depends on weight, distribution channel and end of life, not on looks. A suitable material exists for every need: the real work is defining the need well.

☐ **Verified** | Actual weight, distribution channel and required recyclability

---

## Next: pick the right solution and start

---

### 06 Check the supply chain certifications

For paper, ask for FSC Chain of Custody certification; for the process, a valid ISO 9001. Don't stop at the logos: ask for the real certificates, with number, issuing body and expiry date.

☐ **Verified** | Supplier certificates with number, issuing body and expiry date

---

### 07 Run the numbers on your production line

Switching to paper only pays off if production keeps pace. With the applicator integrated into the folder-gluer line, handles run at up to 11,000 pcs/hour\*; for small batches and tests there is the adhesive handle, applied without a machine. That way you switch material without changing your production rates, your costs or your delivery times.

☐ **Verified** | Line speed and volumes per item

---

### 08 Make the handle work for your brand too

The handle is where the customer touches the box. Matching colours, printed logo, tailored finishes: personalisation turns a technical component into a detail people remember, and tells the story of the sustainable choice without needing to explain it.

☐ **Verified** | Available personalisation options (colours, printing, finishes)

---

### 09 Look at total cost, not the price per piece

The calculation should also include avoided returns, disposal streams that disappear, the line that doesn't stop, and the perceived value of the package. The price of the handle is only the first line.

☐ **Verified** | Total cost per delivered package, not per piece

---

### 10 Start with a pilot

One item, one line, one month. Track strength, returns and customer feedback. Then expand. The transition doesn't have to be perfect from day one: it just has to start.

☐ **Verified** | Pilot item and start date

---

\* Value refers to the applicator under optimal operating conditions.



# Add value to your packaging.

Since 1988 we have been designing and manufacturing, in Lissone, handles for solid and corrugated board boxes, and the machines that apply them. Certified materials, measurable data, tailor-made solutions.

---

Certified process quality and paper chain of custody. Documentation available on request.

---

w w w . b r i a n p a c k . i t