

Choosing your magazine wrapping solution

Each material referenced here has clear positives and negatives attached to their use. When making production decisions, it is important to consider these, and the magazine titles, their audiences and destinations.

<u>Material</u>	<u>Comments</u>	<u>Recyclability</u>	<u>Cost relative to standard PE and PP films</u>
PE Films	One of the main materials used for wrapping magazines.	Medium – PE magazine wrapping is rarely collected at kerbside, but can be taken by the consumer to large retailer plastic bag collection points.	Benchmark
PP Films	One of the main materials used for wrapping magazines.	Low - PP is less frequently collected and consequently, more challenging to recycle.	Benchmark
Bio-based PE Films	Alternatives to fossil fuel-based plastic, commonly manufactured from sugarcane.	Medium – Like traditional PE, Bio-based films are rarely collected at kerbside, but can be taken by the consumer to large retailer plastic bag collection points.	Higher
Compostable Starch-based Films	Films manufactured from starch, for example, potato starch.	Medium- Those films suitable for home composting can be composted at home if these facilities are available to the consumer. In theory, films certified as industrially compostable can be recycled by the consumer along with food or garden waste. However, in practice industrial composting facilities do not want this material as it is deemed as contaminating / not suitable for the processes involved.	Higher
Paper Envelopes	Material originating from wood-based fibres	High – a commonly collected material at kerbside.	Higher

Paper Wrapping	Material originating from wood-based fibres	High – a commonly collected material at kerbside.	Potentially price comparable for direct marketing due to Postal discounts available higher price for magazines
Naked Mailing	Sending magazines unwrapped.	Not applicable	Lower

Things to consider when experimenting with alternative materials

- HM Treasury’s intention to implement a plastic tax on plastic packaging that does not meet the 30 per cent recycled content threshold
- The recycling infrastructure and how easy it is for readers to dispose of the material
- The availability of the material and related costs