



## Packaging Power: Making it Happen July 2023

### PEEK INTO PCI: PLANTING A SEED

PCI is hyper focused on growth. Therefore, the leadership team is always thinking of ways to become better partners with our clients, better employers, and better community members. During the last company Town Hall, which was focused on growth, CEO Ezra Lebowitz explained how PCI is very similar to a tree. Just like a tree is made up of different parts that help it grow and produce fruit, PCI is comprised of different departments, strong company values, and a vision for success, all of which allow us to provide value to PCI and all our clients. To illustrate this point, every employee was given a kit to grow their own potted plant from a seedling. Ezra announced that the employee with the healthiest plant at the next Town Hall would be rewarded with a valuable and meaningful prize.

- Ezra Lebowitz | CEO/Visionary at Poly Craft Industries



### THE PCI POV: Eco - friendly Packaging

Have you noticed some of your favorite products or brands shifting their focus towards more eco-friendly packaging in an attempt to minimize waste? This intentional practice is meant to decrease materials used and increase recycling and consumer support.

We fully support a shift towards more sustainable packaging. This **article** confirms that while paper packaging might be an alternative, it presents many challenges; thus, sustainable plastic recycling and packaging is the most preferable packaging option. It is efficient in multiple uses and extends shelf life thereby reducing food waste. "Plastic is an appealing option for manufacturers, being the cheapest of all common packaging materials," also speaks to how cost-effective it can be.

Poly Craft Industries proudly aligns in our investment to sustainable packaging as dual purpose - serving our customers better and taking better care of the earth. We are able to accomplish this through plastic's versatility.

[view article](#)

### MIDDLETOWN, HERE WE COME!

Within the next two years, Poly Craft Industries will call Middletown, NY home. We completed the purchase of the land for our new location, began clearing the land, pulling the necessary permits, and implemented designs of the building.

This is a critical step to become a world class flexible packaging company with facilities strategically located throughout the US. It is thanks to you and the growth you've helped us achieve already that we are able to advance to a bigger and better facility.



### CUSTOMER NPS - A SINCERE THANK YOU!

Thank you to everyone who took part in the recent customer NPS survey.

We are thrilled and grateful for the overwhelmingly positive responses we received regarding our exceptional customer service team, quality, and responsiveness.

In addition, we have taken note of the feedback regarding our turnarounds, recognizing the potential for improvement. Rest assured, we are actively developing a comprehensive plan to address this matter.

Thank you for your participation in helping us shape future improvements.

### EVENT SPOTLIGHT

June 27, 2023



### MARKET WATCH

In today's world, there is a collective emphasis on sustainable packaging solutions from shoppers, brands, and retailers alike. To accurately evaluate the environmental benefits of different packaging options, it's crucial to analyze the overall impact throughout the entire life cycle of a package. Comprehensive assessments known as "Life Cycle Assessments" shed light on the environmental implications, highlighting that flexible packaging typically generates lower environmental impact in comparison to conventional packaging options. Let's take a look at the key factors involved in this assessment:

#### MANUFACTURE:

Fewer raw materials  
Less water, Less energy

#### USE:

Lightweight, Less Space and Lower Shipping Costs

#### END OF LIFE:

Recycling Options  
Less to Landfill  
Extends Product Life and Reduces Waste

The differences in environmental impact between flexible packaging and other types of packaging vary, with some being easily noticeable while others are less apparent.

Flexible packaging offers additional advantages during the manufacturing phase as it often ships in flat or rolled form, unlike bottles or cans that are shipped fully formed and empty. The difference can result in a reduction of 15-25 trucks needed to transport the same amount of packaging!

The transportation benefits extend throughout the distribution process as well, as flexible packaging is lighter in weight and occupies significantly less storage space compared to most alternatives, thanks to higher "product to package ratios."

On the other hand, the production of glass, rigid plastic, and aluminum requires substantial amounts of heat, leading to increased consumption of fossil fuels, water usage, and consequently, significantly higher greenhouse gas emissions.

While materials like glass and steel may have higher recycling rates compared to flexible packaging, their bulky nature means they still contribute to a larger volume of package material being sent to landfills compared to flexible packaging.

### RACHEL LEBOWITZ featured in SPARK PACKAGING

Recently, Poly Craft's own Co-Founder and EOS Implementer sat down with Co-Founder & CEO of Spark Packaging and host of The inPackaging Podcast Billy Bauman to discuss the transformative impact of Entrepreneurial Operating System (EOS) on Poly Craft. During the episode, Rachel discussed her journey, the challenges she faced, the implementation of EOS, and the remarkable results it brought about.



What follows is a summary of the conversation.

The podcast began with Rachel sharing the challenges she faced when she took over the business in 2015, and how these challenges (and a close friend and fellow entrepreneur) led her to discover EOS.

"When I joined the company, we were facing issues with communication, accountability, and overall business efficiency. It was a challenging environment to navigate," said Rachel. She continued, "After researching and attending a workshop, I realized EOS aligned perfectly with the core values and goals of Poly Craft. The system's emphasis on accountability, clarity, and structured processes convinced me it was the right path forward."

Rachel goes on to explain how it was crucial to have a strong leadership team on board and to clearly communicate the benefits of EOS to everyone in the company.

"We faced some resistance initially, but through effective change management and continuous education, we were able to overcome those challenges and create a more cohesive and productive work environment," explained Rachel.

Billy then asked Rachel to discuss the notable results of the implementation.

"Implementing EOS brought about a significant transformation in our business. We experienced improved communication across departments, enhanced accountability, and greater clarity in our goals and objectives," said Rachel. She added, "As a result, our productivity increased, customer satisfaction improved, and we were able to tackle challenges more effectively."

After the EOS implementation, the company's revenue grew from 18 million to 32 million. On the heels of this success, Rachel then decided to become an EOS implementer so she could help other businesses.

Billy wrapped up the show by asking Rachel what advice she had for other entrepreneurs considering implementing EOS.

"One key lesson I learned is the importance of strong leadership and having a clear vision for your business. It's also crucial to communicate openly with your team and ensure everyone understands the value and purpose of EOS. Lastly, perseverance is key. Change doesn't happen overnight, but with persistence and dedication, you can transform your business for the better."



### SEASONAL REMINDER: Plastic in the Summer

Summer is here and things are heating up! As you're out enjoying the warmer weather or lounging by the pool, keep in mind the potential dangers of plastic in the heat. While that bottle of water may look refreshing, remember to never drink from it if it's been left in a hot vehicle or out in the heat. The polyethylene can become sticky when exposed to elevated temperatures and humidity, causing both environmental risks and health hazards. A good rule of thumb is to store materials at room temperature. Wear your sunscreen, stay cool, and protect yourself as well as the planet!



### CONNECT WITH US ON LINKEDIN

Lately, consumers find themselves being more selective of purchases. Maybe you have been paying attention to what you purchase and how it is packaged? Join the convo on our LinkedIn as we've recently shared insightful posts anticipating new food trends and packaging industry trends in 2023.

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