

Business case study

Rethinking packaging: towards zero plastics⁵⁵

As part of its 2030 Sustainability Strategy, the VELUX Group aims to green its packaging for both windows and accessories, making it not only zero plastic, but also single material and 100 per cent recyclable by 2030. To achieve this ambition, in 2020, VELUX, in close collaboration with its suppliers, started to adjust its product packaging from a mix of paper/cardboard-based materials and single-use plastic to solely paper/cardboard.

A number of factors drove this initiative to simplify the packaging, including local sorting requirements, Extended Producer Responsibility schemes as part of the Packaging and Packaging Waste Directive, and a strong push towards a more circular construction sector and the elimination of single-use plastics across Europe. Cardboard and biogenic fibre-based solutions were chosen to replace the plastic as they are easier, more efficient and cost-effective to recycle. Cardboard can be recycled multiple times, and requires less sorting and separation for customers, enabling them to dispose of it in one go. In addition, many Member States have better established recycling systems for cardboard than for expanded polystyrene (EPS) and other plastics.

Through the strategy, VELUX has managed to replace the packaging for 90 per cent of its sloped-roof windows with a paper-based single material alternative made from Forest Stewardship Council (FSC) certified cardboard, saving approximately 900 tonnes of plastic per year. Through this initiative, VELUX is reducing the overall carbon footprint of its packaging by approximately 13 per cent.



Credit: VELUX Group. Going zero plastic packaging by 2030.