



# MORE SUSTAINABLE SNACKING: PIONEERING PACKAGING FOR LORENZ LENTIL COATED PEANUTS



For four generations Lorenz has been creating snacks for people all around the world. Their collaboration with Amcor has supported their journey to more sustainable solutions across their packaging portfolio. With 92% of their primary packaging already “good” for recyclability\*, and with an aim to convert the remaining percentages to highly recyclable\* by the end of 2025, the AmPrima™ packaging solution from Amcor for Lorenz’s Lentil Coated Peanuts is a significant step towards the 2025 goals in sustainable packaging.

\* according to the CHI standard developed by Institut cyclo-HTP, the recyclable proportion necessary to achieve a “good” recyclability rating is >70–90% (classification A) and to achieve a “high” recyclability rating is >90–95% (classification AA).



## NAVIGATING CONSUMER DEMAND: THE DRIVE FOR RECYCLABLE PACKAGING

The growing consumer consciousness about recyclability has been reshaping the packaging industry. Studies, including those conducted by Amcor, reveal a strong consumer preference for more sustainable packaging, with a particular emphasis on recyclability.

## INNOVATION IN THE AISLE: RETHINKING NUTS PACKAGING FOR THE PLANET

The technical challenges in developing these more sustainable packs, specifically high barrier solutions for nuts are multifaceted. Traditional nuts packaging relies on multi-material composites that offer essential properties such as barrier protection, physical durability, and visual appeal but are difficult to recycle. The challenge was to develop a mono-material solution that could match these properties while being recycle-ready.

## SEALING THE DEAL: THE QUEST FOR DURABLE AND ATTRACTIVE SNACK PACKAGING

For products like Lorenz Lentil Coated Peanuts, the packaging plays a crucial role in product protection, shelf life, and consumer appeal. Key aspects such as moisture barrier, air-tight sealing, and resistance to physical damage are essential for maintaining the quality of the snack. Additionally, the packaging must be visually attractive to ensure shelf appeal.



# WORKING TOGETHER FOR A MORE SUSTAINABLE FUTURE



51% reduction  
in carbon  
footprint



51% reduction  
in water  
consumption



41% reduction in  
non-renewable  
energy use

The collaboration between Amcor and Lorenz was a strategic decision aimed at achieving sustainability goals while maintaining product quality. Amcor's expertise in innovative packaging solutions combined with Lorenz's commitment to environmental responsibility created a synergy for tackling the challenges. This partnership was a meeting of technological innovation and practical application in the snacking market.



## AMPRIMA™ RECYCLE-READY PACKAGING

Amcor's AmPrima™ recycle-ready packaging emerged as the solution. AmPrima™ is a portfolio of mono-material, recycle ready packaging options. These solutions offer comparable barrier protection, material stiffness, and sealing strength to traditional multi-material options. The range includes various technologies, including proprietary techniques that provide the necessary heat resistance and run speeds. AmPrima's™ adaptability for different packaging formats, including those suitable for products like Lorenz Lentil Coated Peanuts, demonstrated its versatility and effectiveness.

## ENVIRONMENTAL IMPACT AND COMPLIANCE – A FUTURE READY APPROACH

The AmPrima™ packaging solution aligns with environmental guidelines, such as those set by CEFLEX for circularity. The packs are certified for recyclability in the countries, where the PE or PP recycling stream exist, and demonstrate a reduction in carbon footprint of 51%, a reduction of non-renewable energy use of 41%, and water consumption reduction of 51% compared to traditional non-recyclable packaging options<sup>1</sup>.

The verification of CO<sub>2</sub> reduction figures in the ASSET™ Life Cycle Assessment involves a multi-step process certified by the Carbon Trust. ASSET™ utilizes Life Cycle Assessment methodologies, provides transparent reporting with detailed impact indicators and conversion metrics, and includes real case studies demonstrating carbon footprint reduction. This alignment with sustainability goals is crucial in an era where environmental impact is a significant factor in consumer choices and corporate responsibility.

The successful implementation of Amcor's AmPrima™ packaging for Lorenz Lentil Coated Peanuts is a testament to the feasibility of more sustainable packaging solutions in the snack industry. This case study exemplifies how innovative technologies can meet environmental objectives without sacrificing product quality or consumer appeal. It sets a benchmark in the packaging industry.

For further information AmPrima™ product range [here](#) and discover the Lorenz sustainability goals [here](#).



<sup>1</sup> When compared to Lorenz's current standard film for coated nuts