

Why choose BubbleWrap[®] Brand Fill-Air[®] Extreme 95% RC?

BUBBLE WRAP[®] brand Air Pillows with 95% Recycled Content are designed for inflatable void fill packaging to secure and cushion goods.



HIGH PERFORMANCE

They keep products safe during storage and transit, reducing returns and increasing customer satisfaction.



OPERATIONAL EFFICIENCY

Their long roll length (1280m) enables fewer changeovers. They inflate on demand using 2 possible systems:

- The BUBBLEWRAP[®] brand Rocket[®] system, which inflates 30 metres of cushions per minute and is easy to start and use.
- The BUBBLE WRAP[®] Inflator which inflates 24 metres of cushions per minute and runs a range of cushioning bubbles as well.



PACKAGE OPTIMISATION

7 cushion sizes provide a range of pillows to suit most void fill applications.



SUSTAINABILITY

- These films have a nominal thickness of only 20 microns, so less plastic is used vs alternative LDPE films at 25 microns.
- **They contain a minimum of 95% recycled content**, out of which 55% is PCR and 40% is PIR.
- **They are certified according to EN15343** which establishes procedures for track and trace of recycled plastic content sourcing and use in product manufacturing.
- They are compatible with mechanical recycling streams of HDPE and **recyclable*** in many locations.
- The high sealing technology and material strength of our packaging makes it **highly reusable**.
- They lose **99% of their volume when deflated**.
- **Using an on-demand inflatable material that is shipped flat reduces freight costs and the number of trucks used in transporting materials**, when compared to ready-inflated or bulkier packaging materials. It also means saving on storage space.



Fill-Air® Extreme 95% RC Vs Claims in the Market



Is 100% Recycled Content Truly Achievable?

100% recycled content is technically achievable only if we don't consider the masterbatches used for the additives and process stabilizers, which typically are available only as virgin polymers. Various recyclability certification schemes recognize 100% recyclability if they exclude those masterbatches, when present. We believe in a more truthful and transparent approach and consider other important technical factors, such as the presence of additives and inks as well as the impact on mechanical performance, particularly for thin films where a small amount of virgin material enhances performances, durability and process stability.

Given these considerations, Sealed Air transparently claims minimum 95% recycled content, ensuring a balanced approach that maximises both recyclability and performance.

Are There Different Certifications in the Market?



Yes, there are many different certifications and regulations globally. The most common certification of recycled content is the European standard EN15343. This standard certifies plastics recycling processes and recycled content traceability, enhancing transparency in the supply chain by providing a documented record of the journey of recycled materials from their source to the final product. This is often a key factor in regulatory compliance and can be essential for obtaining tax reductions on non-reusable plastic packaging. Recycled content certification released by an independent third party, accredited by the National Body according to the EN 15343, demonstrates company transparency and reliability in managing resources. Accredited certification has legal value in Europe and allows recycled content to be recognized for tax benefits, such as plastic tax in Spain. Note that some agencies can verify traceability of recycled materials in alignment to EN15343; however, if they are not accredited by the National Body, their certification may not have validity for tax purposes.

Sealed Air recycled content certification is released by an accredited Body and allows to demonstrate our commitment to sustainability while offering assurance to consumers and stakeholders.

BEWARE OF GREENWASHING

Note that general on-pack claims like “100% green” or “100% recycled” without clear definition and substantiation are not transparent, mislead customers and are against anti-greenwashing rules. To avoid greenwashing risks:

- Ask for certifications from accredited bodies.
- Verify the amount of post-consumer and post-industrial recycled content and be aware that by-products are not allowed for recycled content accounting.

Sealed Air maintains a transparent and auditable approach, ensuring our environmental claims are backed by science, certifications, and regulatory compliance.