In The Press

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Opinion | Greg Lawson

CEO World: Reimagining packaging for a sustainable future

Greg's latest piece highlights why sustainable packaging is no longer just a compliance issue but a strategic priority for CEOs, as consumer expectations, new regulations, and financial risks converge. To succeed, businesses must invest in accurate packaging data, clear consumer communication, and innovation that turns sustainability into both a unifying internal goal and a driver of long-term brand trust.

Authority Magazine:The Future Is Green: Greg Lawson Of Aura On Their Top Strategies for a Cleaner Planet

In this interview, Greg Lawson highlights the need to tackle packaging sustainability through both education and data — empowering consumers with clear recycling information while giving businesses the real-time insight they need to stay compliant and reduce their footprint. He stresses that innovation, from recyclable materials to smart labelling and Aura's **e-halo** technology, combined with everyday sustainability management, is key to cutting waste, avoiding greenwashing, and building lasting brand trust.

Opinion | Gillian Garside-Wight

Packaging News: Waiting for buses, PPWR, EPR and RAM!

Gillian explains that with new regulations like PPWR in the EU and RAM in the UK arriving alongside EPR, brands and retailers face growing complexity and an urgent need for accurate, real-time packaging data to remain compliant. She warns that while these rules push businesses to improve recyclability reporting, real impact will only come when companies also communicate clearly with consumers on how to recycle packaging correctly.

Business News: Plastics linked to $1.5trn in annual health costs, study finds

In response to The Lancet Countdown report on plastics and health, Gillian Garside-Wight stresses that while plastics are often essential, their overuse and poor design are driving environmental harm and human health risks. She argues that real progress depends on upstream responsibility - through purposeful design, recycled content, clear labelling, and smarter material choices - rather than relying on recyclability alone or "quick fix" policies.

News

The Wall Street Journal: Shoppers Are Slowly Turning Away From Plastic Packaging

Our new research shows over a third of US and Canadian shoppers – and more than 40% in Europe – have abandoned purchases or switched brands due to unsustainable packaging, signalling a direct commercial risk for businesses. The findings highlight that excessive or unclear packaging is eroding consumer trust and loyalty, with packaging now acting as a key test of brands' environmental credibility.

Packaging News: UK consumers 'the worst' for clogging up recycling bins by 'wishcycling'

Our latest global research reveals that UK consumers are the worst offenders for "wishcycling," with nearly three-quarters admitting to putting packaging in recycling bins without knowing if it was recyclable. The findings highlight widespread consumer confusion caused by unclear packaging labelling, with 88% of UK shoppers saying brands and retailers should provide clearer recycling instructions.

Resource: Packaging experts poll suggests new regulations biggest obstacle to sustainability

Our recent survey of global packaging professionals found regulatory complexity and a lack of reliable data are the biggest barriers to achieving packaging sustainability, with two-thirds citing both as critical challenges. Despite this, industry leaders remain optimistic, with nearly 90% identifying material innovation, AI, and recycling technology as the greatest opportunities to drive progress.