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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

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.

Environmental Health News: Consumers in North America are rejecting overpackaged products amid growing plastic concerns
Our latest global research reveals shoppers in the U.S. and Canada are increasingly refusing to buy products wrapped in excessive or unsustainable packaging, signaling rising public concern over plastic pollution and its links to climate change and health risks.

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.