



compostable plastics workshop: facts, myths, and unknowns

NOVEMBER 2019



**good,
natured.**
better everyday products™



tsx-v: GDNP

intro to good natured

Over 200 customers, 130+ products, 16 dedicated team members, 1 goal 🏆

good natured® is producing and distributing one of North America's widest assortments of better everyday products® made from the highest possible percentage of renewable, plant-based materials and no BPA's, phthalates or other chemicals of concern potentially harmful to human health and the environment.

By combining cutting-edge renewable material technology and the latest sustainable design features, *good natured*® creates planet-friendly products and packaging that do good for the planet, good for human health and good for business by driving incremental sales, minimizing waste and improving logistics, all bundled up in a fresh and friendly brand.



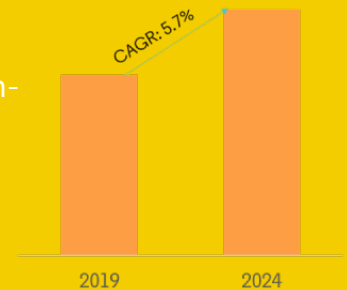
So what's the demand like?

The number of consumers who said they would be willing to pay more for sustainable products grew from 49% in 2011 to 57% in 2018.

Brands are implementing sustainable alternatives rapidly as they listen to the demand of eco-conscious consumers.

We are also seeing local governments banning petroleum-based plastics.

Green Packaging Market



Source: Mordor Intelligence



1. Global Web Index: <https://blog.globalwebindex.com/chart-of-the-week/lifting-the-lid-on-sustainable-packaging/>
2. <https://www.mordorintelligence.com/industry-reports/green-packaging-market>



ingredients

We ♥ our planet and all the people on it.



design

We ♥ practicality and good looks, all in one sweet little package.



approach

We ♥ Investing fresh, creative energy into tired, old issues.

OUR PROPOSITION

it has to all work together

Corporations and consumers DO want to do the right thing, but not at the expense of quality, performance, price or service.

From our plant-based ingredients, to our retail and consumer-focused designs, to our commitment to working collectively with our partners to make new things possible, we're taking boring old clean-tech and giving it a fresh consumer-driven approach.



ingredients

We ♥ our planet and all
the people on it.

better everyday materials



ingredients

We ♥ our planet and all
the people on it.

Highest possible percentage of plant-based content

That's right, a whopping 99%

No chemicals of concern

No BPAs, no phthalates, no thanks!

Certified Compostable





design

We ♥ practicality and good looks,
all in one sweet little package.

but you also gotta look the part...

It's no good having planet-saving superpowers if the package (and the food inside) look sub standard...



design

We ♥ practicality and good looks,
all in one sweet little package.

We understand retail and our packaging designs prove it. From smooth walls for improved product visualization to stackable features that maximise shelf space efficiency, all modern designs are retail-ready!

At *good natured*® we keep an eye on consumer eating trends like grab and go and develop packaging solutions to match.





approach

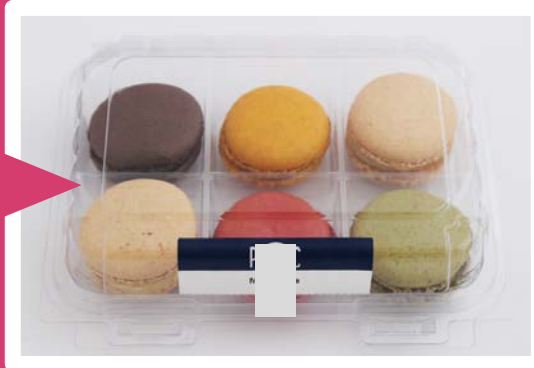
We ♡ investing fresh, creative energy into tired, old issues.

let's do some makeovers



approach

We ♡ investing fresh, creative energy into tired, old issues.



Planet Friendly 6-pack
1.75" Treat Package
BXX00097

Portion dividers keep your bits
where they should be



Handy speed bumps keep your macarons
from turning into a messy heap. No one
ever takes the icky stuff, so say yes to less
waste and more sales!



let's do some makeovers



Planet Friendly 32 oz. Top Seal Multi-purpose Package
XDV01388

360° views amp up product visibility
Your baked goodies will be so exposed they'll blush. ;-)



Sleek, snug designs save space
With a slimmer, snugger design for shelf space efficiency, you can fit 4 *good natured*® packages where you currently fit 2.

any questions?

**good,
natured**
better everyday products

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