

# Switch to more **sustainable** packaging (Case study)

## Context

The Meatbox Company believes investment in nature enables nature to pay you back. Aware of the impacts of meat production, Meatbox are working towards reducing their environmental impact at every opportunity.

The Westcountry Rivers Trust (WRT) provided such an opportunity, supporting management in an onsite waste audit and advising on more sustainable alternatives to Single Use Plastic (SUP).

The WRT could support your business, [get in touch](#).

THE  
**MEATBOX**  
COMPANY



## Challenge

As part of the company's drive to continually improve its environmental footprint, they investigated alternatives to the polystyrene insulating materials used for their chilled and frozen food. Alternatives needed to:

- Food Safe (FSA compliance)
- Perform for 3 days in warm conditions
- Flexible and easily stored
- Cost effective
- Reduce environmental impact

## Solution

Wool Cool Company's fleece liners were found to be most suitable because the liners hit all the criteria (above). The liners are 100% Wool and can be reused, repurposed or Composted with a Plastic (LDPE) sleeve that can be easily removed and is widely recyclable. This change has:

- Removed single use plastic
- Not increased unit cost significantly
- Increased performance of packaging
- Increased sustainability/green credentials

**WOOLCOOL**<sup>®</sup>

Woolcool (now a B Corp) has bagged several awards for its sustainable packaging solutions, grabbing the attention of likeminded business in multiple sectors.

[woolcool.com](http://woolcool.com)  
[themeatboxcompany.co.uk](http://themeatboxcompany.co.uk)  
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