



NEWS RELEASE

RRD Debuts Paper Mailer to Advance Circular Economy Goals

2026-08-20

- RRD's VersaPac™ FastTrack Paper Mailer is a paper-based recyclable mailer with a peel-and-seal tear strip that replaces traditional plastic closures.
- The multi-size mailer is built for high-speed fulfillment, utilizing a specialized paper texture for secure robotic handling and an instant-bond adhesive to prevent delays on automated lines.
- RRD's paper mailer solves e-commerce challenges by bundling sustainable packaging with advanced labeling, RFID traceability and full supply chain solutions.

CHICAGO--(BUSINESS WIRE)-- **RRD** has debuted a paper mailer with a paper-based peel-and-seal strip for curbside recyclability. RRD's eco-friendly VersaPac FastTrack Paper Mailer underscores the company's commitment to environmental stewardship and marks a significant expansion of its essential, yet eco-conscious packaging portfolio.

RRD's VersaPac™ FastTrack Paper Mailer is a paper-based recyclable mailer with a peel-and-seal tear strip that replaces traditional plastic closures.

RRD's **VersaPac FastTrack Paper Mailer** provides brands with a high-performance alternative

that supports the industry-wide transition toward a more circular economy. It allows brands to remove plastic weight and waste which is consistent with the state of California plastic reduction SB54 regulation. It also allows brands to move away from mixed material mailers, such as paper-and-bubble combinations, which are difficult to recycle and incur higher extended producer responsibility (EPR) fees.

"The market for paper mailers has seen explosive growth in recent years, driven by both regulatory pressure and a clear consumer preference for eco-friendly shipping," said Craig Lombardi, Vice President of Business Development, Integrated Packaging at RRD. "By leveraging our deep engineering expertise and manufacturing strengths, we've

developed a solution that bridges the gap between ambitious sustainability goals and high-velocity operational needs. This paper mailer turns recycling from a chore into a subconscious win for our clients and consumers.”

Engineered for Performance and Sustainability

Developed through RRD’s in-house research and development team, it offers advanced features including:

- **Paper-Based Closure:** Unlike competitor products that use silicone-coated poly strips that create slip hazards and recycling contamination, RRD’s mailer utilizes a unique recyclable paper peel-and-seal strip.
- **DIM Weight Optimization:** The non-padded, flat design minimizes void space, helping shippers avoid anti-waste packaging penalties and reduce dimensional weight (DIM) surcharges from carriers.
- **Automation-First Performance:** Tested for high-velocity environments, the paper is designed to provide the necessary tooth for robotic vacuum suctions and features an instant-bond adhesive for high-speed fulfillment.
- **Chain of Custody Certified and Recyclable:** The mailer construction uses third-party certified paper and is widely curbside recyclable, removing the recycling guilt associated with plastic films.

Elevating the Unboxing Experience

The VersaPac FastTrack Paper Mailer is part of RRD’s packaging portfolio, which includes the Flex Mailer™, premium rigid box and value-added corrugated solutions. By bundling the FastTrack Mailer with RRD’s VersaTac Liner-Free™ shipping labels and VersaTac IQ™ RFID labels, RRD provides an integrated supply chain solution that improves package trackability and reduces waste across the entire e-commerce lifecycle.

The mailer is available in three standard sizes — small (5.5” x 8”), medium (10” x 13”) and large (14” x 15.375”) — with custom sizing and six-color flexographic printing available to enhance brand storytelling. It is the first packaging solution branded in RRD’s Versa family of products, which includes its VersaTac line of advanced label solutions engineered for industrial, retail and supply chain applications.

RRD is committed to developing solutions that protect the environment, including reducing the quantity of emissions, developing opportunities for recycling and pollution prevention. RRD has reduced its global Scope 1 and 2 greenhouse gas (GHG) emissions by more than 18% over the last three years — progress that supports a broader 10-year roadmap to decrease emissions across its global operations by 25% through various energy-efficiency initiatives.

For more information about RRD’s sustainable packaging innovations, visit rrd.com/integrated-packaging.

About RRD

RRD provides a complete portfolio of marketing, packaging, print and business services to the world's most respected brands, including 92% of the Fortune 100. The company's proprietary technology, advanced data analytics and established expertise fuel organizational decision-making, from strategy through execution. With operations in 30 countries, global organizations and regulated industries trust RRD to reduce complexity and drive audience connections across the entire customer journey.

media.info@rrd.com

312.326.7168

Source: RRD