NEWS RELEASE

RRD’s New Material Innovations Help Clients Advance Sustainability Goals

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- Key offerings include VersaPac FastTrackTM Paper Mailer; no VOC inks and aqueous (AQ), plastic-replacing coatings.
- Advanced ink innovations include VOC-free vegetable oil-based formulas alongside metallic foil alternatives that do not inhibit recycling.
- Scented inks engineered to meet rigorous international safety standards, including IFRA Category 12 and MOSH.
- RRD’s AQ coating solutions reduce carbon emissions and packaging plastics.

CHICAGO--(BUSINESS WIRE)-- **RRD** is advancing sustainable packaging and print innovation with solutions that help clients reduce plastic use and environmental impact, including the **VersaPac** **FastTrackTM Paper Mailer**, VOC-free vegetable oil-based inks, metallic foil alternatives that do not inhibit recycling and advanced aqueous (AQ) coatings. RRD’s AQ coatings can reduce carbon emissions by up to 53% compared with traditional plastic films while reducing plastic in packaging by more than 90%.

RRD has developed sustainable product and material innovations including its new VersaPac FastTrack Paper Mailer, no VOC inks and plastic-replacing advanced aqueous coatings to provide clients with a modular, integrated approach to meet sustainability goals. RRD’s “Megabox” research development center in China is one of the company’s specialized hubs of innovation where RRD develops and tests material formulas.

VersaPac FastTrack Paper Mailer

RRD recently debuted its VersaPac FastTrack Paper Mailer, a recyclable e-commerce product featuring a paper peel-and-seal closure that replaces traditional silicone-coated poly peel strips commonly used in the industry. The innovation goes beyond the paper closure itself: RRD has developed a commercially scalable process that integrates direct-marketing material production and insertion inline, creating a highly

differentiated, industry-first solution for more efficient and recyclable manufacturing.

Engineered to replace non-compliant mixed-material waste — such as paper-and-bubble combinations — the paper mailer can be discarded directly into curbside recycling bins, removing the recycling guilt associated with plastic films while offering brands a high-performance alternative that optimizes dimensional weight (DIM) shipping costs, speeds up automated fulfillment and mitigates rising extended producer responsibility (EPR) fees.

Ink Solutions

As the global ink market experiences explosive growth driven by e-commerce and specialized packaging, RRD is leading the transition toward alternatives developed in-house:

- FO2 Vegetable-Oil-Based Inks: These inks reduce reliance on petroleum by utilizing primarily soybean, rapeseed and palm oil raw materials. Tested to standard GB38507-2020, they're characterized by having no volatile organic compounds (VOCs) and offer superior natural degradation and deinking properties during the paper recycling process.
- Metallic Ink (foil alternative): To further enhance circularity, RRD's metallic inks are a cost-effective alternative to traditional foil stamping. These inks provide a premium aesthetic while maintaining a high de-inking rate, ensuring that packaging remains recyclable.
- Scented Inks: RRD scented inks are engineered to enhance brand appeal through immersive sensory experiences. Formulated without intentionally added PFAS or restricted heavy metals, these inks align with International Fragrance Association (IFRA) Category 12 standards and achieve non-detectable halogen and VOC levels to ensure consumer safety, with separate custom formulations available for food-contact packaging.
- Fluorescent Ink: This ultraviolet ink is invisible under ambient light. It contains a varnish with organic pigments for UV, flexo and screen printing applications.

Aqueous Coatings

RRD's AQ coating solutions replace traditional Biaxially Oriented Polypropylene plastic (BOPP) films commonly found in food and beverage packaging, cosmetics and consumer goods. This material shift allows brands to maintain premium finishes — such as anti-scratch matte and soft-touch — while significantly improving their environmental footprint.

The impact of switching from plastic lamination to RRD's AQ coating solutions include:

- Carbon Reduction: A 53% decrease in greenhouse gas emissions from raw material to final production.
- Plastic Elimination: Reduces the use of packaging plastics by more than 90%.

- Increased Efficiency: Lowers material costs by over 10% and improves the recyclable pulp yield of the paper by 10% compared to traditional lamination.

“The market is no longer satisfied with broad sustainability promises; brands need engineered solutions that bridge the gap between ambitious ESG goals and fast-paced operational needs,” said John Marrow, President RRD Packaging. “RRD is committed to moving this forward by developing solutions that protect the environment, including reducing the quantity of emissions, developing opportunities for recycling and pollution prevention.”

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.

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