

PETFOOD ESSENTIALS

Mapping your SUSTAINABILITY journey



#petfoodforum

Rethinking Pet Food Packaging

Simone Obetti
CEO @ Velvet USA, Inc.

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Who I Am

Simone Obetti, CEO at Velvet USA, Inc.

25+ years expertise in materials and machinery for **packaging**

15+ years in Pet Food industry

Italian born, US citizen based in Brooklyn, NY

Proudly father of Frida, Viola...and **Peggy**

simone.obetti@velvetpack.com

www.velvetpack.com



Protecting Pet Food and Facing Sustainability: The Journey of a Superhero

Exploring challenges, trade-offs and
future solutions in sustainable
pet food packaging



The Enemies

- Oxygen
 - Humidity
 - Time
 - Light
 - Temperature
- ...and many others



Many Missions, Many Superpowers



Contain the product



Transport it safely to shelves and homes



Protect against external or internal agents (oxygen, moisture, light, grease...)



Withstand drops and mechanical stress



Stand upright on the shelf



Perform seamlessly on packaging and filling machines

Many Missions, Many Superpowers

Resist thermal processes
(pasteurization, sterilization)

Withstand pressure and
long-distance journeys

Comply with different regulation
for each country or state

Represent the brand

Inform the customer
(ingredients, traceability)

Be easy to open
and resealable



One More Superpower

But what if we asked our superhero to also **protect the environment** and safeguard the **planet's future**?



What Drives Sustainability Forward?



Conscious consumers

85% of pet owners prefer brands that care for the environment



Stricter regulations

Laws on recyclability and extended producer responsibility are increasing globally



Rising costs of disposal and eco-taxes

Non-recyclable materials are becoming more expensive to manage

The Main Issue: Multilayer Cannot be Separated

- Only 14% of flexible packaging is recycled globally
- Limited recycling infrastructure worldwide
- Lack of advanced technology and know-how



Many Missions, Many Materials

Each **layer** contributes a
unique superpower:
Strength, Barrier, Sealability etc...

Together, they ensure the
performance packaging needs to
protect and preserve pet food.



When the Wrong Material Faces the Wrong Challenge

Every **mission** needs the **right tools**.

Choosing the wrong material means compromising performance from the start.



When the Wrong Material Faces the Wrong Challenge

Every **mission** needs the **right tools**.

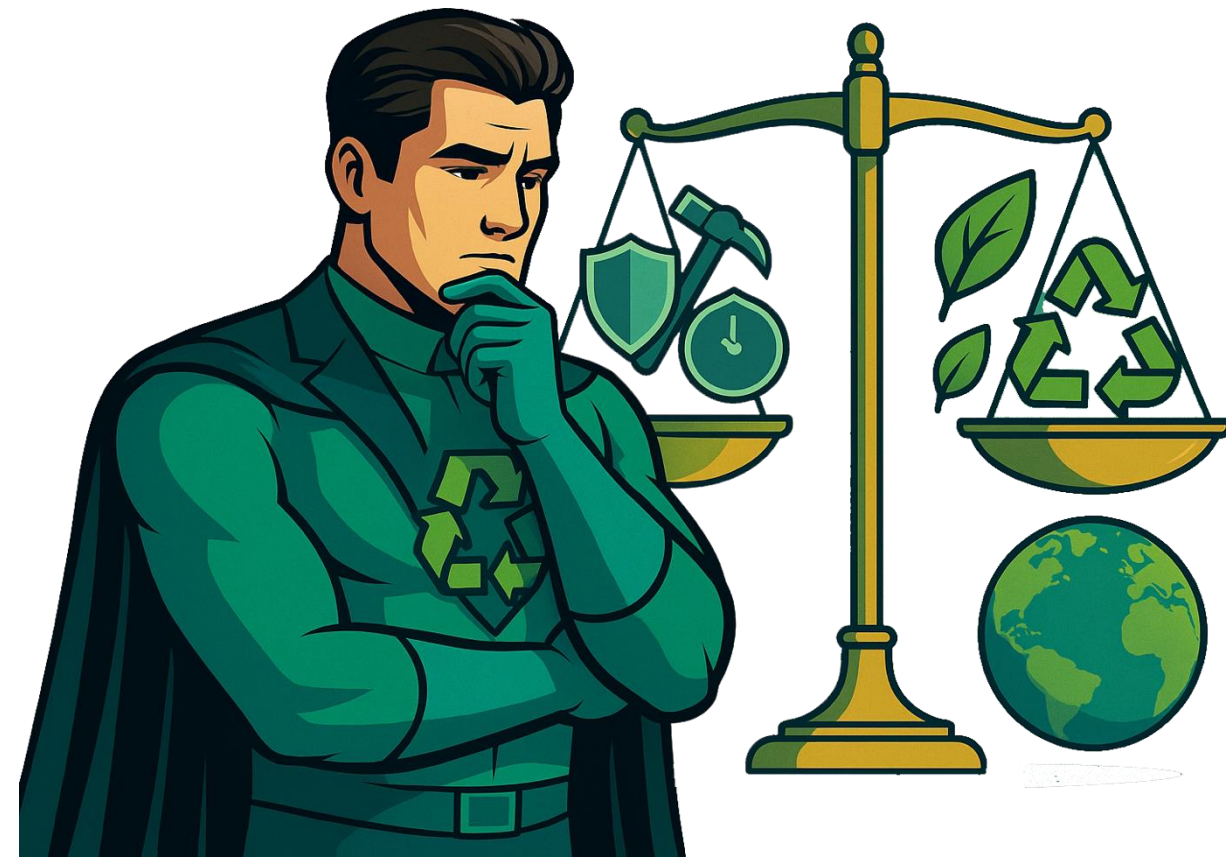
Choosing the wrong material means compromising performance from the start.



So How to Find the Right Balance?

Performance and environmental impact:

How do we balance all the functions packaging must perform... with the need to be sustainable?

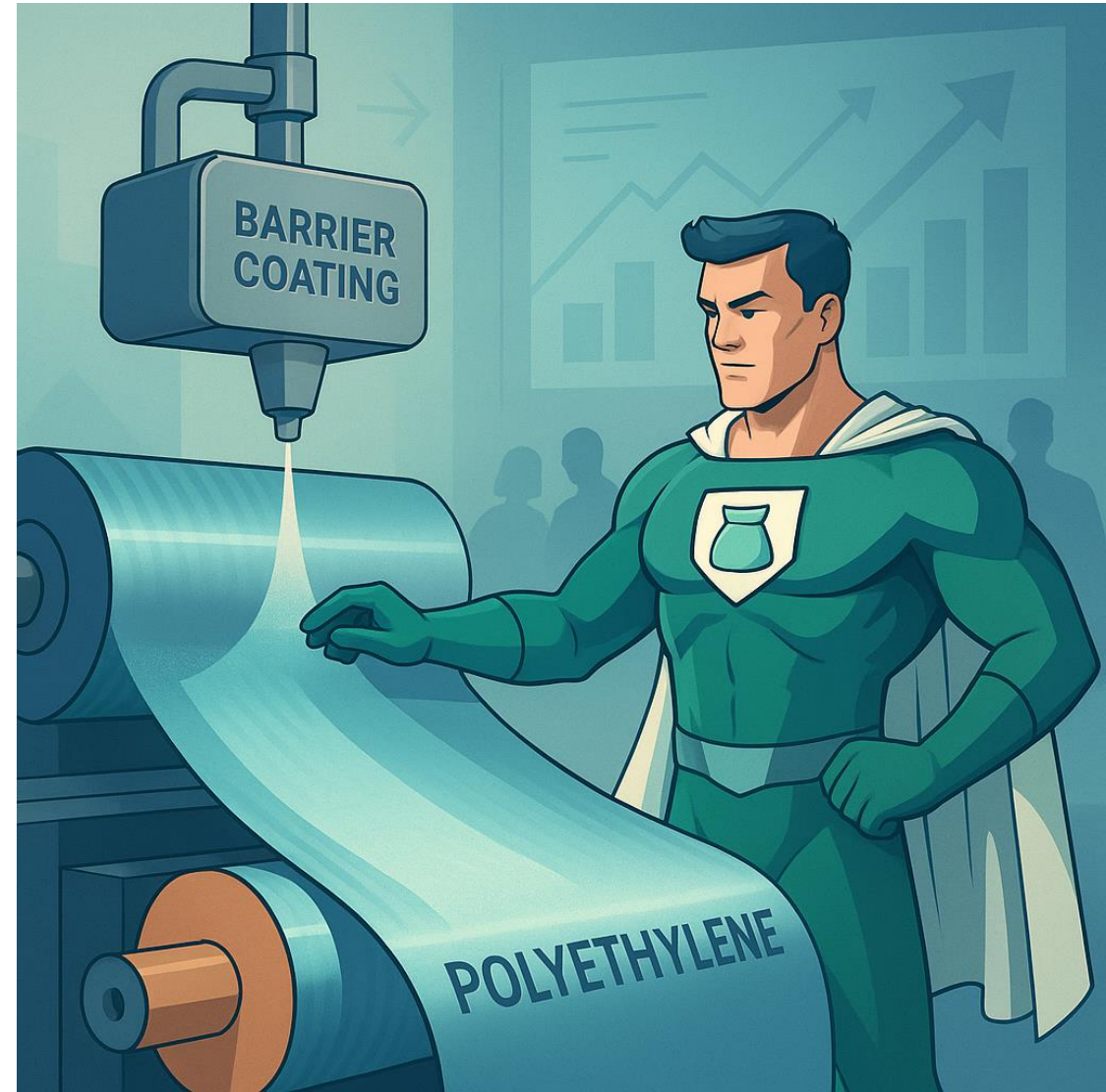


Pushing the Limits of the Materials

Innovation is expanding what materials can do:

- Advanced Barrier Coatings
- Layered Monomaterials,
- Compostable Options
- Paper Applications

Some examples...



Takeaways: How to Face the Journey

Embracing sustainability in pet food packaging is not just about materials. It's about **mindset, collaboration, and resilience.**

Here are **4 key principles** to guide your path.



Takeaways: How to Face the Journey



Make a strategic plan

Every journey starts with a clear direction

- Define **goals** for sustainability: recyclability, compostability, carbon footprint...
- **Analyze** market expectations and regulatory trends
- Map out short-term actions and long-term **vision**

Takeaways: How to Face the Journey



Engage the entire value chain

Collaboration is the true superpower

- **Involve** material suppliers, converters, machinery manufacturers, retailers, and consumers
- **Share** goals and challenges openly
- **Co-design** solutions that work across all stages
- **Advocate** for regulatory evolution and better recycling **infrastructure**

Takeaways: How to Face the Journey



Be ready to accept compromises

There's no perfect solution, only balanced choices

- **Prioritize** which functions are essential: barrier, shelf life, appearance, etc.
- Understand the trade-offs between **performance** and **sustainability**
- Adapt based on **product type** and **market needs**

Takeaways: How to Face the Journey



Stay resilient in the face of challenges

The hero evolves by overcoming obstacles: don't give up!

- View **setbacks** as opportunities to **learn** and **innovate**
- Keep **testing** new materials and technologies
- Remember: **continuous improvement** is more valuable than perfection

Case Study



What Powers are You Willing to Sacrifice for a Greener Future?



-  Shelf – life
-  Graphic result
-  Productivity
-  Costs
-  Performance
-  ...more

The Journey Doesn't End Here

It's a path made of choices, collaboration, and small steps that lead to **real change**.

Thank you for joining me on this adventure.

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