



SUZANNE HOWE
COMMUNICATIONS

“

Our expertise in *Packaging*

hello@suzannehowe.com



suzannehowe.com



“Our clients value our broad thinking and our experienced hand-picked team of experts.”

Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

SHC operates in four main sectors – packaging, food, and cleaning and FM. The talented SHC team also has experience in sustainability communications.

SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require.

SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

How can SHC benefit your business?

Positive impact

SHC is motivated by excellence, enthusiasm and broad thinking. Working in partnership with clients, SHC creates solutions which have a positive impact on a business.

Relationships with the media

SHC specialises in the food, packaging, cleaning and FM industries and has developed a wealth of experience and has unrivalled relationships with key trade and consumer media.

Experienced consultants

The business model for SHC is based around using only experienced consultants, including journalists, PR consultants and social media specialists.

The team has many years of experience across its key sectors, working for clients such as: Celebration Packaging / EnviroWare®, Fenton Packaging Solutions, Sabert Europe, Seal Packaging, and many more.

In-depth knowledge

SHC constantly researches each industry we serve, monitoring trends, innovations and legislation.

Campaign planning

The SHC campaign planning process includes setting a communications strategy, objectives and tactics that aim to support business and marketing objectives.

Coverage reporting

SHC provides regular coverage reporting in co-operation with Ace Media, measuring audience reach across print and digital, domain authority, and brand mentions.

Account management

SHC has an account management process that ensures a planned and measured activity calendar with regular strategy reviews and evaluations of activity.



PR



SOCIAL
MEDIA



EVENTS



DIGITAL
MARKETING



DESIGN



PHOTOGRAPHY

Our clients

Over the past 28 years, Suzanne Howe Communications has worked with many different companies within the packaging sector, helping them raise brand awareness and launch an impressive variety of increasingly sustainable packaging solutions.





“ What our clients say...

“ It is great to have you onboard and we have been thoroughly impressed with the service and output so far. ”

“ You get us into the right places and sometimes when we are not expecting it. ”

“ SHC has been instrumental in putting together a comprehensive launch for our latest product range, working expertly to get it off to the best start. ”

“ The added value that SHC brings in terms of contacts / ideas is much welcomed. ”

“ The review meetings are very detailed, so we know where we are and where we are going. ”

“ We have been very happy with the service we have received so far. ”

“ Informative, engaging, helpful, supportive and know your stuff. ”

“ You are our ‘go to’ PR company. ”



“ We need to have a voice in the industry and our relationship with SHC does that over and over. ”

Key Trends

To ensure we always offer up-to-date and accurate advice, SHC constantly researches news feeds for each industry we serve.



Bans and taxes

While price and convenience remain top priorities for consumers, for packaging manufacturers and distributors, sustainability is now firmly at the top of the agenda.

The packaging industry is under increasing pressure to answer all environmental concerns from both consumers and brand owners.

Various single-use plastic bans have put the emphasis onto seeking alternatives to plastic, and packaging suppliers are working hard to introduce more, and better, sustainable options.

In July 2021, the European Commission applied the EU-wide single-use plastics ban, while in the UK, the Plastic Packaging Tax (PPT), was introduced in April 2022.

Single-use plastic items were banned in Scotland in June 2022, and in September 2022 the Welsh Government announced the Environmental Protection – Single-use Plastic Products – Wales Bill.

SHC regularly monitors and report on trends, innovations and legislation via regular bulletins which are shared with our clients.

On 14th January 2023, following a long consultation, the Department for Environment, Food and Rural Affairs (DEFRA) announced that a range of single-use plastics would be banned in England from October 2023.

Legislation

Legislation is already having an impact on the packaging industry:

- Single-Use Plastic Directive (SUPD)
- Packaging and Packaging Waste Directive (PPWD)
- Extended Producer Responsibility (EPR)
- Plastic Packaging Tax (PPT) – UK
- Deposit Return Schemes (DRS)
- ESG reporting may soon become mandatory



A wide range of more sustainable packaging options are being introduced:

- Packaging made from increasing quantities of (and sometimes 100%) recycled materials (r-PET etc)
- Bio-based plastics – although these are coming under increasing scrutiny
- Alternatives to plastics, such as glass or aluminium, or for foodservice packaging, bagasse and paper

Moving to recycled or bio-based materials, and all viable alternatives, is an important first step, but the final packaging must also be recyclable.

The ultimate goal is to aim for a circular economy and produce packaging which can be reused over and over again.



The 4 Rs are therefore crucial...

- **Reduce** material usage
- *Design for Recycling*
- Use **Recycled** materials
- Use **Renewable** materials

Reusables

The stated aim of the PPT was 'to increase the use of recycled plastic in packaging', but there remains a lack of clarity around reusable packaging, as while plastic storage boxes are exempt, the tax still applies to reusable foodservice packaging. The tax is applied on a weight basis, and to be serviceable, reusable packaging is generally thicker and heavier.

So, expect a renewed focus on the benefits of reusables and refillables.

Going circular

There is pressure from organisations such as the Ellen MacArthur Foundation to work as quickly as possible towards a circular economy – a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of



One of the restaurant customers of an SHC client is saving many tonnes of plastic a year by using recyclable microwavable reusable portion packaging, instead of single-use plastic packaging. Another has recently released a new range of reusable foodservice packaging aimed at the takeaway and delivery sectors.





The importance of certification

The risks posed by man-made “forever chemicals” called PFAS are becoming well known and a 2024 survey by Sapio Research, conducted on behalf of Celebration Packaging, found that the vast majority (96%) were concerned about the potential dangers forever chemicals pose.

The Sapio survey showed that 95% of consumers felt it important that food packaging is certified free from PFAS forever chemicals. Celebration Packaging has always invested in accreditations and certifications which it takes very seriously, so that when it makes environmental and sustainability claims, it can always back them up – setting it apart from many of its competitors.

Celebration Packaging’s white bagasse takeaway clamshells, dinnerware and chip trays are now both TÜV Home Compostable certified and are confirmed as PFAS-free by internationally renowned testing, inspection and certification company SGS.



products is extended. In practice, it implies reducing waste to a minimum.

For the biggest picture, look no further than the United Nations Sustainable Development Goals which were launched in 2015 and designed to be a “blueprint to achieve a better and more sustainable future for all”.

They are intended to be achieved by 2030. The 17 goals can be reorganised into the relatively new principle of ESG – Environmental Social Governance.

ESG criteria are increasingly used to screen investments based on corporate policies and to encourage companies to act responsibly. The EU Sustainable Finance Disclosure Regulation (SFDR) is



a set of EU rules which aim to make the sustainability profile of funds more comparable and better understood by end-investors.

Another project with a 2030 deadline is the European Green Deal, a set of proposals to make the EU’s climate, energy, transport and taxation policies fit for reducing net GHG emissions by at least 55% by 2030, compared to 1990 levels.

Mind your language

In marketing sustainable packaging, there is the ever-present danger of ‘greenwashing’, and businesses and brand owners need to be very careful. In the UK, the Competition and Markets Authority has issued guidance to help businesses comply with their consumer protection law obligations.



SHC works with its clients to ensure that any claims made are truthful accurate, clear and unambiguous. Where possible, claims must consider the full life cycle of the product or service, must be fair and meaningful, and must be substantiated.



Celebration Packaging won a **Lunch!** Innovation Challenge award with its **EnviroWare®** paper cutlery. The judging panel said it was “a real contender for the future of foodservice cutlery”.



SHC gained national trade coverage when Mediterranean foods supplier **Dina Foods** introduced smart QR codes on new look packaging for its Paninette® flatbreads range.



Sabert Europe gained considerable coverage through announcing that all of its foodservice packaging solutions were exempt from the UK Plastic Packaging Tax.



SHC gained national and local coverage for **Fenton Packaging Solution's** investment of over £1 million in relocation and rebranding.



SHC shared the story about how London-based sandwich and salad bar chain **Birleys** had improved its sustainability credentials by working with **Seal Packaging**, and was the first to use the company's new Compostabowl™.

For more news from SHC, visit www.suzannehowe.com

Meet our core Packaging team

SHC's business model is based around using only experienced consultants, including journalists and social media specialists.



Suzanne Howe

Founder and Managing Director

Suzanne started SHC in 1996. Prior to this, she worked in three top London PR agencies across a broad range of clients in the food and packaging sectors.

Over the last 26 years, Suzanne has developed a network of highly talented specialists, including PR consultants, social media experts, designers, journalists and photographers.

In her spare time, she enjoys cooking, socialising, dog walking and going to the gym.



Bill Bruce

Senior Consultant

With 40 years' experience, Bill is an all-rounder who started his career as a graphic designer, before moving into marketing, PR and journalism. For the past 20 years his main focus has been the food and beverage industry with a particular interest in packaging and environmental sustainability.

Stephanie Sergeant

Account Director

Stephanie has more than 25 years experience in PR. As happy working with big global brands as she is internet start-ups, she approaches all of her work with real gusto to maximise both results and fun. As a Northern lass, she loves a good brew, pie, and woolly hat.



Jonny Sharp

Media Relations Consultant

Jonny has a wealth of experience in B2B and B2C PR across a range of sectors. He is a former national newspaper and magazine journalist, with highly developed 'news sense' and 'selling in' know-how. His expertise includes writing press releases, case studies and thought leader articles.



Philippa Browning

Public Relations Consultant

Philippa is a PR consultant with 25 years' experience with a London agency background. She is a business to business specialist, spearheading launches and on-going programmes for a wide variety of clients, primarily in FMCG, each receiving a tailored service.



Deborah Sparkes

Account Manager

Deborah provides invaluable support to the SHC account teams, helping them to keep up-to-date with press features and key industry events. Having been on the SHC team for more than a decade, she knows the media and key contacts that enable us to maximise all PR opportunities to the full.



Want to start a conversation?

We are *passionate* about building communications strategies and adding value to clients, from *local start-ups* to *global corporations*.

SHC can provide clients with a *broad range of skills*, from marketing to events planning, to meet the needs of a rapidly evolving communications environment.

- We know you're always looking for ways to improve your business.
- Have you thought about getting more expert help to share your messages more effectively?
- We will help take your business to the next level.

Let's talk!

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