



SUZANNE HOWE
COMMUNICATIONS



Our expertise in *Packaging*

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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 three sectors – food, packaging, and cleaning & 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 Corporation 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, functionality 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.

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 recent years, the regulatory landscape has been unpredictable, with delays, inconsistencies, and uncertainty making it difficult for operators to plan ahead.

From EPR to single-use bans, businesses have had to navigate a constantly shifting set of requirements.

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

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.

EPR

Extended Producer Responsibility for packaging (pEPR), is a UK wide scheme that will move the full cost of dealing with household packaging waste away from taxpayers and onto the packaging producers themselves.



In January 2025, DEFRA announced PackUK – its key initiative for the implementation of Extended Producer Responsibility (pEPR) – designed to help transform the UK packaging sector and lead the implementation of pEPR. PackUK will act as the scheme administrator to shift financial responsibility for household packaging waste from taxpayers to producers.

The planned introduction of modulated fees in 2026/27 will incentivise producers to create more recyclable packaging, supporting the transition to a circular economy. Alongside initiatives such as Simpler Recycling and the Deposit Return Scheme, these reforms are projected to generate £1bn in investment in UK recycling services over the next decade, potentially creating 21,000 new jobs in England alone.



Simpler Recycling

In November 2024, Defra announced that paper and cardboard would be collected separately under new 'Simpler Recycling' regulations.

Under these new regulations, paper and cardboard need to be collected separately from other materials unless waste collectors opt for mixed collections. Workplaces must separate dry recyclables, food waste, and black bin residual waste starting 31 March 2025 (or 2027 for firms with fewer than 10 employees).

DRS

In January 2025, the UK Government announced a deposit return scheme (DRS) for drinks containers in England and Northern Ireland.

Once the scheme launches in October 2027, consumers will have a financial incentive to return empty containers to a collection point, such as at their local supermarket, so that the bottle or can will be recycled. Used in more than 50 countries worldwide as a common-sense means of encouraging people to recycle more single-use bottles and cans, a DRS sees people being paid back for returning the container.



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.





SHC shared the story about **Celebration Packaging's** EnviroWare® bamboo fibre double wall hot drink cups and double wall Leaf 2 hot drink cups being certified as 100% recyclable.



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.

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



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™.

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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