



SUZANNE HOWE
COMMUNICATIONS



Our expertise in *Sustainability*

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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 Kimberly-Clark Professional, Cleanology, Fenton Packaging Solutions, Truvox International, Cleenol Group and Natural Selection Foods.

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

Key Trends

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

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



**REDUCE
REUSE
RECYCLE**



The changing legislative landscape

The sustainability agenda is evolving rapidly, with suppliers to all industries innovating to meet ever more stringent legislation and increasingly well-informed consumers, who are demanding products and services which minimise harm to, or have a positive effect on the environment and people.

According to the Chartered Institute of Marketing, 80% of consumers want more sustainable packaging, and there has been a proliferation of products, services and businesses which claim to meet that demand.

The packaging industry in particular 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.

Over the past couple of 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.

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.

Reduce, reuse, recycle

Several mantras now apply, such as **‘Consume Less to live more’**, and **‘There is no planet B’**, but **‘Reduce, Reuse, Recycle’** is perhaps quoted most frequently.

Recycling is often cited as *‘the’* solution, but in reality, with ineffective and widely variable collection infrastructures, the most effective solution would be to produce less in the first place.

This is particularly true for packaging where other end-of-life solutions such as compostable materials steadily gain the headlines.



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 launched **PackUK** – its key initiative for the implementation of Extended Producer Responsibility (pEPR) – at the annual Packaging Innovations event.

The initiative is designed to help transform the UK packaging sector and lead the implementation of Extended Producer Responsibility (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 complementary 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 micro-firms with fewer than 10 employees).

PAPER



GLASS



ORGANIC



PLASTIC



Climate change

The effects of climate change are clear and governments and NGOs are working towards solutions to reduce greenhouse gas emissions.

In 2015, the historic Paris Agreement set out to substantially reduce global greenhouse gas emissions to limit the global temperature increase in this century to 2°C while pursuing efforts to limit the increase even further to 1.5°. COP26 saw the Glasgow Climate Pact aiming to turn the 2020s into a decade of climate action and support.

Nations collectively agreed to work to reduce the gap between existing emission reduction plans and what is required to reduce emissions, so that the rise in the global average temperature can be limited to 1.5°.

Plastic?

High-impact images of plastic waste in the oceans have created a backlash against the packaging material. It is estimated that globally, only around 30% of plastic is actually downcycled while the rest goes to landfill or ends up in the oceans.

There are numerous organisations putting the issue under the spotlight and many are actively

involved in working towards solutions. These include: The Alliance to End Plastic Waste; City to Sea; and Plastic Bank, where the aim is to give 'waste' value.

As a result of the demonisation of plastic, there is a steady move towards finding alternative packaging materials and making plastic packaging – which can protect food and therefore reduce food waste – from recycled materials. But these are often in short supply.

Legislation is attempting to influence and change behaviours to reduce the 'plastic problem', from the EU's Single-use plastic directive (SUPD), to plastic bans, and plastic taxes.

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 products is extended, while reducing waste.



ELLEN
MACARTHUR
FOUNDATION
Rethink the future



According to **Fenton Packaging Solutions**, Bag-in-box packaging solutions are made from materials that are 100% recyclable and use around 80% to 90% less plastic than rigid containers. The knock-on effect is that the reduced amount of plastic reduces packaging waste by weight by a similar 80% to 90%. These packaging solutions deliver a 4:1 logistical transportation advantage, maximising load space and reducing fuel consumption and CO2/greenhouse gas emissions.



Carbon neutral?

Carbon offsetting has become commonplace and many companies are seeking Carbon Neutral status.

Carbon offsetting is a way of reducing emissions or absorbing CO2 to compensate for a company's own emissions, but it's worth noting that Greenpeace says: "Companies love talking about carbon offsetting. But to be serious about tackling climate change, they need to stop carbon emissions from getting into the atmosphere in the first place."

Technology

For those managing premises, the rapidly rising cost of energy has led to increased interest in renewable energy, from thermal to solar and wind, while smart technologies such as energy efficient lighting are now a must.

Fleet managers are moving over to hybrid and electric, but for long distance hauliers, range remains an issue and there is renewed interest in hydrogen and biofuels.



In 2023, Kimberly-Clark Professional announced a power purchase agreement with Octopus Renewables Infrastructure Trust (ORIT), a company managed by Octopus Energy Generation, to supply around 80 per cent of its UK electrical power needs at the Barrow, Flint and Northfleet manufacturing facilities.



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.

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.

New challenges

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 SHC’s client Celebration Packaging, found that the vast majority (80%) of consumers are not familiar with them and when informed about PFAS, some 96% of respondents stated they were concerned about the potential dangers forever chemicals pose.

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 SGS.





In 2025, **Sabert Corporation Europe** became a founding member of the newly formed Alliance for Fibre-Based Packaging, which has been created to provide an expert voice for the fibre-based packaging industry in the development and implementation of waste and recycling policy the UK.

In 2024, a survey by **Sapio Research**, conducted on behalf of **Celebration Packaging** found that over three fifths (61%) of survey respondents said that information on packaging is what they rely on the most to keep them informed about its correct disposal, underwriting the importance of it being properly certified.



The Snap2Go range from **Sabert Corporation Europe** won the New Product category at the British Sandwich & Food to Go Industry Awards – The Sammies.



In 2024, **Celebration Packaging** launched easy to use zero-touch wooden cutlery dispensers are filled with premium wooden single-use cutlery – delivering a perfect combination of hygiene, convenience and sustainability.



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 helped promote **Fenton Packaging Solution's** participation at the annual ChemUK trade show, with its range of sustainable packaging solutions.



In 2024, **Sabert Corporation Europe** launched a full off-the-shelf range of Tray2Go - a fully recyclable packaging solution for sushi, other chilled food-to-go, confectionery and bakery products.

In November 2024, Tray2Go was the National Gold Winner in the Paper & Packaging Innovation category of the Green Apple Awards for Environmental Best Practice 2024, organised by The Green Organisation.

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

Case Study

For many years, Suzanne Howe Communications (SHC) has helped leading London-based commercial and office cleaning company Cleanology to tell its wide-ranging and ever-evolving sustainability story.

The journey begins in 2016, with Cleanology's entry into the market with Europe's first pre-portioned biotechnology sachet solution, before moving on to using uniforms made from recycled plastic bottles, a fleet of electric vehicles, support for The Hygiene Bank, and commitment to fair pay with the Living Wage Foundation.



Key goals and achievements

2016 saw Cleanology's entry into the market with Europe's first biotech wipe for tablets and mobile phones, and pre-portioned cleaning fluids and floor cleaner in sachets.

In 2017, Cleanology was shortlisted in the Workforce category of the European Cleaning and Hygiene awards, recognising excellence in employee relationships, training and diversity.

2018 saw Cleanology winning the Environmental Awareness category in the biennial Kimberly-Clark Professional Golden Service Awards.

In 2019, Cleanology revealed research into real attitudes to rates of pay, with almost two-thirds of employees concerned that cleaners should be paid fairly.



In 2020, Cleanology teamed up with The Hygiene Bank for the UK's first National Hygiene Week – to raise awareness about hygiene poverty and distribute personal hygiene and cleaning products to those in need.

2021 was when Cleanology went electric, when following a deal signed with Nissan, it took delivery of its brand new all-electric London fleet. Later in 2021, Cleanology's long term commitment to fair pay in the cleaning industry resulted in a win at the Living Wage Champion Awards.

In 2022, Cleanology joined the Living Wage Foundation's Recognised Service Provider (RSP) Leadership Group.

In 2023 Cleanology announced it had taken on 600 new staff in the last year during a period of record-breaking growth and the launch of a national expansion.

In January 2024, we announced that Cleanology had strengthened its senior leadership team as it positions itself for a new era of growth.

In October 2024, a sell-out event at London's Hard Rock Café saw Cleanology raise a record-breaking £32,000 in cash and a further £5,000 in product donations to help The Hygiene Bank charity play a major role alleviating hygiene poverty. The annual charity fundraiser has so far raised £115k.



Meet our core sustainability 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 25 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' knowhow. His expertise includes writing press releases, case studies and thought leader articles.



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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