



Our expertise in *Packaging*

hello@suzannehowe.com



suzannehowe.com



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



Suzanne Howe Communications is a Certified B Corporation™

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



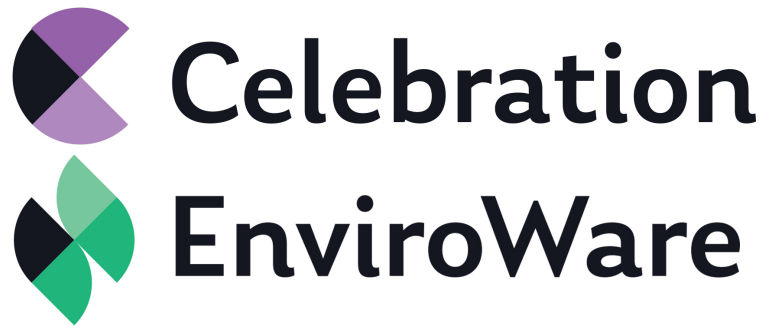
DESIGN



PHOTOGRAPHY

Our clients

Over the past 30 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.



Rethinking packaging

From bans to taxes and ever-tightening legislation, the foodservice packaging landscape in both the UK and EU, has become clearer in the past couple of years: packaging must be reduced, more recyclable, contain more recycled content, and shift toward reuse and refill.

While the last two years has been about laying the legal foundations; the next few will be about costs, enforcement, and redesign – especially for takeaway and on-the-go food.

What's changed in the UK?

The most significant change in the UK has been the rollout of **Extended Producer Responsibility** for packaging (pEPR). Although data reporting began earlier, the new regulatory framework is now in force and moving from theory to real financial impact.

Under pEPR, businesses that place packaging on the UK market must cover the full cost of managing that packaging at end of life – including collection, sorting,

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

recycling, and disposal. This is a major shift away from local authorities and taxpayers footing most of the bill.

Fees are calculated based on material type, weight, and recyclability, and those costs are increasingly being passed through supply chains. Hard-to-recycle formats are more expensive, and future fee modulation will penalise poor design more heavily.

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 implementation. PackUK acts as the scheme administrator to shift financial responsibility for household packaging waste from taxpayers to producers.



The **Plastic Packaging Tax (PPT)**, was introduced in 2022, and continues to influence packaging decisions.

PPT applies to plastic packaging with less than 30% recycled content, pushing foodservice packaging suppliers toward recycled polymers and alternative materials. While not new, it remains a strong cost driver for plastic food packaging.

In England, DEFRA introduced **Simpler Recycling** in November 2024 – mandating the separation of recyclables and food waste at workplaces – including cafés, restaurants, and catering operations. This doesn't directly ban packaging, but it reinforces the expectation that packaging placed on the market must be practically recyclable within real-world systems.

And what's changed in the EU?

In The biggest European development is the adoption of the **Packaging and Packaging Waste Regulation (PPWR)**, published in early 2025. This replaces the old Packaging and Packaging Waste Directive with a directly applicable regulation, meaning the same rules apply across all EU Member States without national interpretation.

Although most obligations will apply from mid-2026, the law is now fixed, giving businesses clarity—and a ticking clock.

PPWR is especially impactful for foodservice and takeaway packaging:

- **Reuse and refill:** Foodservice operators must allow customers to bring their own containers for takeaway food and drinks, without extra charge. Some reuse targets for certain sectors will follow.
- **Restrictions on certain single-use formats:** The regulation restricts or bans some unnecessary single-use packaging, including certain individual portion packs and some pre-packed fresh produce formats.
- **Design for recyclability:** Packaging must meet strict recyclability criteria. Composite, multi-material, or “theoretically recyclable but not in practice” formats are at risk.
- **Minimum recycled content:** Plastic packaging will need to meet mandatory recycled content targets, phased in from 2030 onward.
- **Harmonised labelling:** EU-wide labels will indicate material composition and recyclability, affecting all consumer-facing food packaging.

PPWR builds on, rather than replaces, existing rules such as the Single-Use Plastics Directive, which already bans items like plastic cutlery and requires specific labelling for certain products.



One of the restaurant customers of an SHC client saves many tonnes of plastic a year by using recyclable microwavable reusable portion packaging, instead of single-use plastic packaging.



Mind your language

In marketing so called '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, all claims must consider the full life cycle of the product or service, must be fair and meaningful, and must be substantiated.



... and what's next?

UK: rising costs and sharper incentives

In the UK, the next phase is about money and enforcement:

- pEPR fees will become more visible and more strongly differentiated by recyclability.
- Fee modulation will increasingly reward recyclable, well-designed packaging and penalise problematic formats.
- Recyclability labelling requirements are likely to expand.

For foodservice packaging, this means choices made now will have direct cost consequences over the next few years.

Carbon neutral

Many manufacturers are conducting **Life Cycle Assessments** to achieve carbon-neutrality. LCAs quantify emissions across raw materials, manufacturing, transport, use, and end-of-life.

LCAs reveals hotspots, prevents greenwashing, guides reduction strategies, supports credible offsets, meets regulations, and builds customer trust through transparent, data-driven climate claims for global sustainability leadership efforts.

EU: compliance and redesign

In the EU, attention shifts to implementation:

- PPWR obligations begin applying from around August 2026.
- Businesses supplying multiple EU markets benefit from harmonisation – but only if packaging meets the new standard.
- Reuse, refill, and recycled content requirements tighten progressively through 2030 and beyond.

Foodservice brands using the same packaging across Europe will need to ensure it complies everywhere, not just in the most permissive markets.



2Pure Products has recently announced, that its products are now certified Carbon Neutral – including the use-phase.



SHC gained extensive coverage in the UK, France and Germany for the launch of **Sabert's** fully home compostable and recyclable foodservice packaging range with no-intentionally-added-PFAS.



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



SHC achieved record-breaking coverage in the UK, France, Germany, and Italy, for the launch of **Sabert Corporation Europe's** revised Deli2Go range.



SHC achieved national and local coverage for Leeds-based **Fenton Packaging Solutions** when the company was awarded a Bronze medal for sustainability by EcoVadis.



In July 2025, Suzanne Howe Communications' founder and Managing Director Suzanne Howe was the Packaging Marketing Excellence Award winner in the Women in Packaging Excellence Awards.

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!

FOLLOW US!

LINKEDIN

FACEBOOK

INSTAGRAM

hello@suzannehowe.com



suzannehowe.com



+ 44 (0)203 468 0923