



**BubbleWrap®**  
BRAND PACKAGING

## 80% Recycled Content Inflatable Cushioning

Our 80% recycled content cushioning provides market-leading sustainability without compromising on protection.



## BENEFITS



### Operational Efficiency

- High-capacity inflator capable of running up to 90 feet per minute.
- Space-saving storage shipped flat and inflated on-demand.
- Reduced roll changes and increased uptime.



### Product Integrity

- Barrier bubble performance protects against damage during transit.
- Available in medium (1/2") and large (3/4") sizes for optimal protection.
- Designed to handle medium to heavy protection needs for a wide range of products.



### Brand Experience

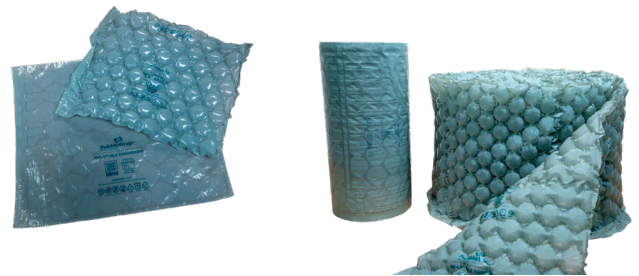
- Gray tint signifies recycled material.
- Printed material showcases amount of recycled content.

## CHALLENGE

Consumers and industries are demanding packaging solutions that balance performance, cost-efficiency, and sustainability. Current options often fall short in providing high protection levels without sacrificing environmental goals or cost-effectiveness.

## SOLUTION

BUBBLE WRAP® brand 80% Recycled Content Inflatable Cushioning is the only high-performance, recycled offering on the market, combining sustainable protection with market-leading material performance. It features performance in-line with regular inflatable bubble SKUs and is supported by a high-capacity inflator capable of running up to 90 feet per minute. The HRC IB offers cost-effective, scalable solutions in 1/2" and 3/4" bubble sizes, outperforming fiber-based cushioning alternatives.





## 80% Recycled Content Inflatable Bubble Cushioning

### SUSTAINABILITY

- 80% recycled content, including 30% PCR.
- Reduces material use by up to 50% compared to alternatives.
- Enables significant freight and storage space savings.
- Barrier material reduces damage rates and product returns.

### MATERIAL

- Medium (1/2") and Large (3/4") bubble sizes.
- Available in 16" and 32" widths.
- Barrier bubble material with a gray tint.

### EQUIPMENT COMPATIBILITY

- Compatible with the BUBBLE WRAP® brand Flex inflatable cushioning system.
- Capable of running up to 200,000 packs without maintenance.

### APPLICATIONS

- Automotive, branded retailers, and general industrial sectors.
- Suitable for customers requiring medium to heavy protection levels and prioritizing sustainability.
- Ideal for transitioning from virgin inflatable bubble, non-barrier recycled inflatable bubble or foam on demand and fiber-based padding solutions.

