Pack‘n GREEN

Reimagining fast food packaging...
Fully green and biodegradable

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Innovation with purpose.
Strategy with substance.

Pack’n GREEN is an innovation-driven SME developing advanced bio-based composite materials for fiber-based food packaging. The company operates at the intersection of materials science, cleantech, and circular economy, delivering industry-ready solutions that reduce environmental impact without requiring changes to existing manufacturing technologies.

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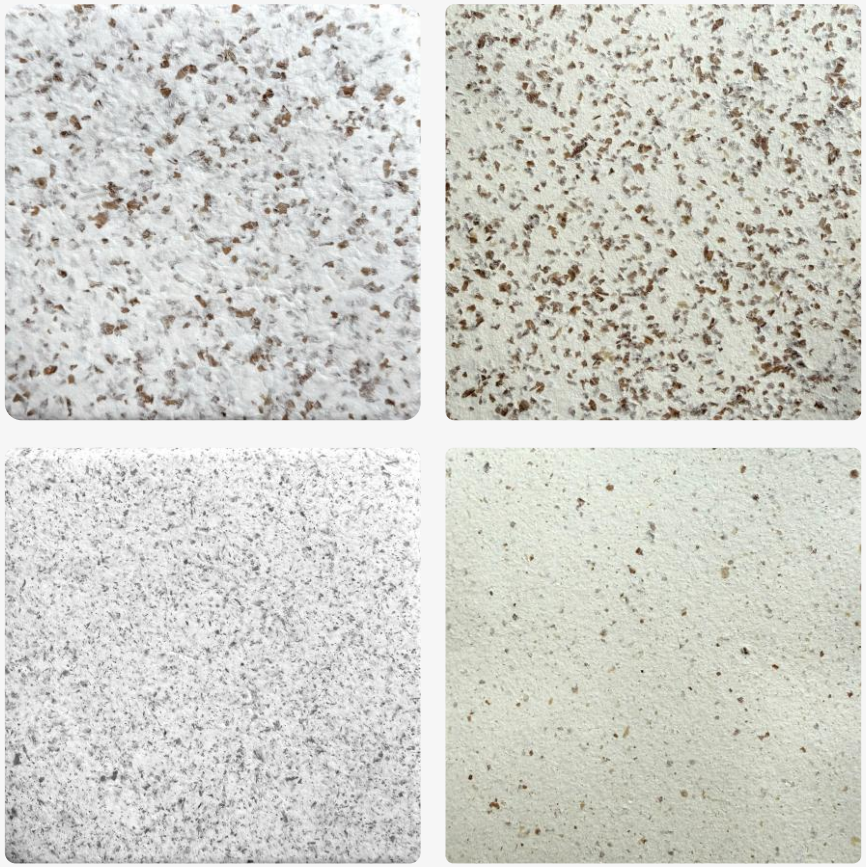
Plastic-free packaging is required but… industry lacks scalable solutions.

The food packaging industry faces increasing regulatory pressure under PPWR and SUP Directives to reduce and replace single-use plastics while ensuring recyclability and performance while maintaining cost, performance, and scalability. Current alternatives are expensive, require new production technologies, or fail to meet functional requirements – limiting industrial adoption.

- PPWR: mandatory shift to recyclable/compostable packaging
- up to 40% of single use packaging are not recyclable
- no scalable, cost-competitive drop-in alternatives
- existing solutions increase cost or require new equipment

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Our solution.



Fully biodegradable food packaging made from:

- 60% paper pulp
- 40% wheat grain by-products or/and bran

Key advantages:

- proprietary bio-composite formulation
- drop-in solution (no new equipment → fastest adoption)
- cost advantage: up to 30% lower raw material costs
- secured agri by-product supply
- ↓ CO_2 footprint (no plastics + shorter value chain)
- 100% bio-based, compostable

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- only renewable raw materials – pulp and plant-based fillers
- reduction in raw material use: replacing it with by-products
- reduction in energy consumption: by-products don’t require additional energy for growing or processing
- reduction in chemical usage: fillers are chemically untreated
- circularity and increased material recycling: the product is biologically recyclable
- circularity and industrial symbiosis: by-products become raw materials

Environmental benefits in product lifecycle.

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Technology & validation (TRL4).

- physical-mechanical LAB (LUT, Finland) properties testing
- results

- material biodegradation LAB (Politecnico di Milano, Italy) testing
- results



Go to market.

Phase 1 – (2026-2027)
- small-scale production TS Innovació
- food-contact and biodegradability testing
- IP application

Phase 2 – pilot (2028 +)
- industrial trial with 1–2 EU-based molding partners

Phase 3 – launch (2028+)
- first license deals signed
- sales to QSR packaging suppliers & converters

Phase 4 – scale (2027-2028)
- multiple licensees across Europe

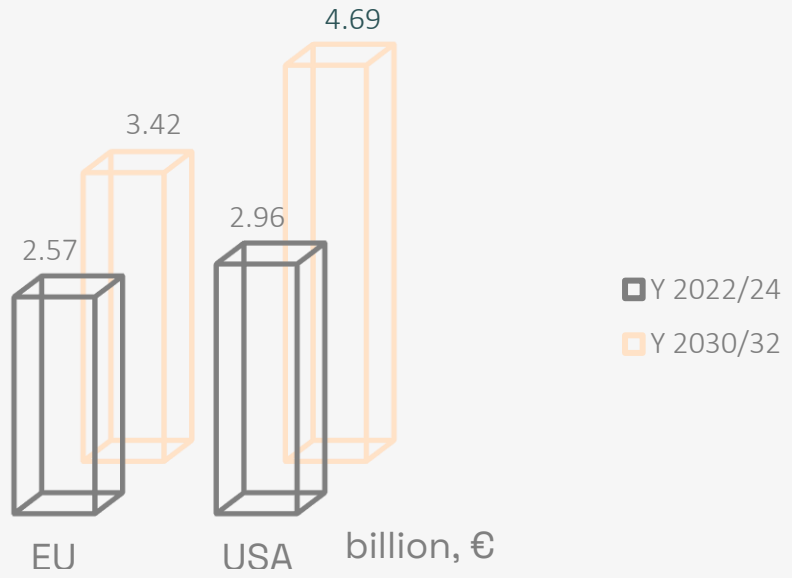


Market potential.

EU
- market size in 2024:
  €2.565 billion
- projected growth by 2032:
  €3.42 billion (3.7% annual growth)

USA
- market size in 2022:
  €2.945 billion
- projected growth by 2030:
  €4.69 billion (6% annual growth)

market & potential



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Business model.

Technology licensing model - validated material formula + production protocol to:

- primary: Fiber-molded packaging manufacturers
- secondary: QSR packaging suppliers & converters
- first adopters: EU-based molders seeking PPWR-compliant solutions

Revenue streams:

- licensing fees
- future trademarked material brand

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Competitive landscape

Company	Material	Compostable	Requires new tech?
Pack'n GREEN	pulp + wheat	yes	no
Notpla	seaweed	yes	yes
Vegware	PLA-coated fiber	industrial only	no
Biotrem	bran pressed	yes	yes

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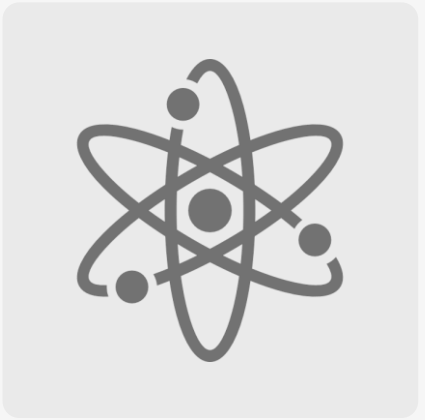
Pack‘n GREEN awards.

- national finalist in European Institute of Innovation & Technology (EIT) Food Innovation Prizes 2020 competition
- winner of the second place in the national finals and the finalist in European final of Green business idea competition Climate Launchpad 2020
- finalists for SDG12 Responsible Consumption & Production of the Global Talent Award 2023

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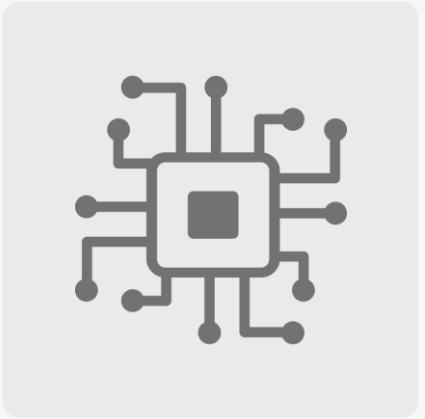
Anastasiia Sholokhova – materials research & testing

PhD-level researcher in environmental engineering; experienced in laboratory testing and material performance analysis.



Eirinas Čiteikis – sustainability engineer

Expert in fiber molding technology and production processes; experienced in material processing, manufacturing optimization, and the adaptation.



Scientific / engineering team.

Laima Kaušpadienė – clean-tech advisory

Expert in clean-tech and sustainability strategy; supports alignment with regulatory requirements and market expectations.



Rimvydas Kucinas – financial advisory

Expert in financial strategy and investment planning; sxperienced in funding acquisition, financial modelling, and business scaling.



External experts.



Founder.

Zita Markevičiūtė – founder & CEO

PhD-level researcher in sustainable packaging;
strategic business development with 15+ years experience;
national and international brand development expertise.

BIO-INSPIRE.

A. Looking for funding and project partners.

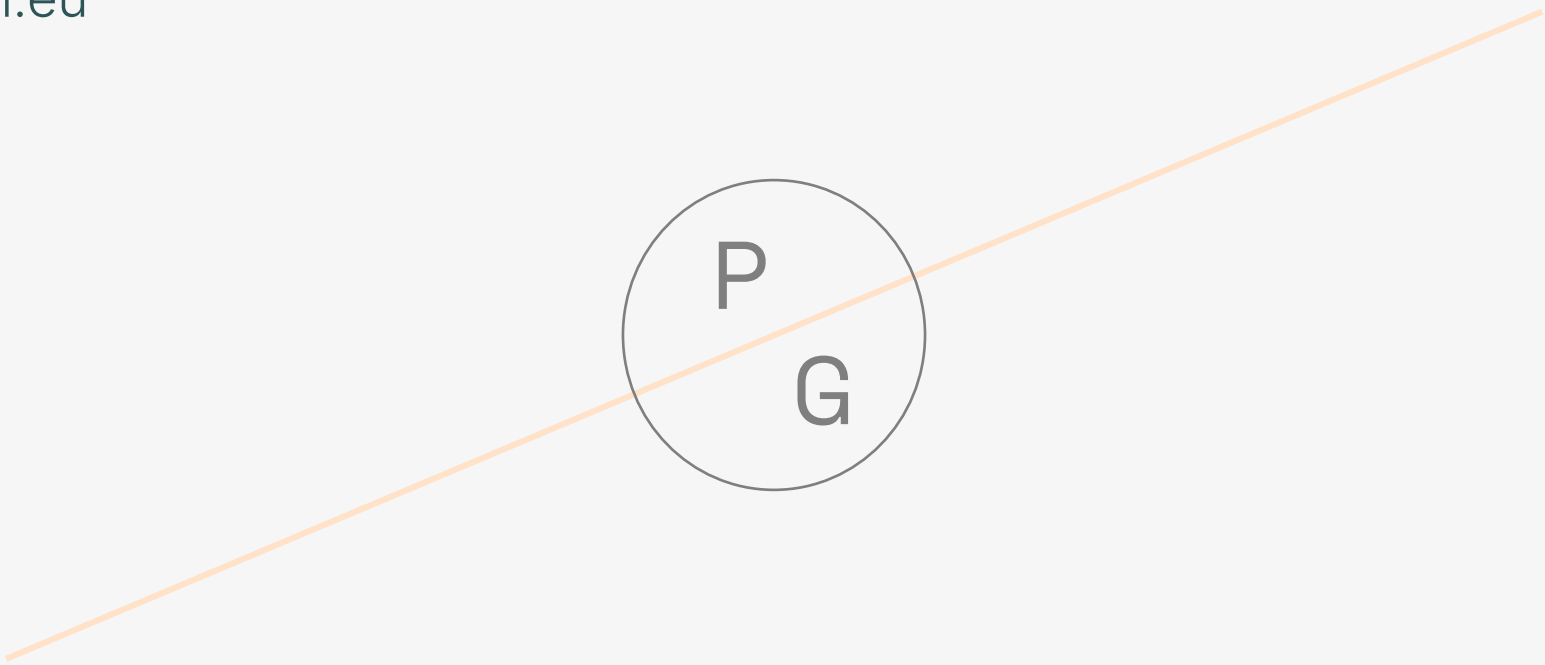
Funding opportunities to support final bio-composite material optimisation, pilot-scale prototype production, food-contact and biodegradability testing.

B. looking for industrial partners:

- Fiber-molded packaging manufacturers interested in testing and adopting our proprietary drop-in bio-composite as a partial replacement for conventional virgin paper pulp in existing production lines.
- Joint optimisation of fiber-molding process parameters and validation under industrial production conditions.
- Long-term partnerships for pilot production, industrial scale-up, and future technology licensing.

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