

What is e-halo?

e-halo is a technology solution which provides clear and transparent structural packaging and sustainability data to allow you to optimise packaging, manage compliance and tax liabilities whilst reducing your environmental impact.

Aura's unique experience and understanding of retailer operations, technical packaging, sustainability and regulatory consultancy has enabled the development of this pioneering packaging sustainability platform that allows clients to manage their sustainability everyday.

Today, more than ever before, global retailers and brands need to assess their packaging requirements on a macro and micro level to survive and thrive the seismic shifts in paradigm across global supply chains, international and national politics, legislation, retailing and consumer expectations.

e-halo's mission

To provide clear and transparent structural packaging and sustainability data to allow clients to optimise packaging, manage compliance and tax liabilities while reducing environmental impact.

e-halo at a glance

e-halo is **Aura's** proprietary packaging sustainability platform that provides real-time technical and sustainability packaging data for global retailers and brands. **e-halo** combines cutting edge technology with a world class online consulting service.

e-halo delivers live and accurate packaging data in line with future legislative requirements and automated compliance across legal requirements and voluntary commitments. This enables retailers and brands to optimise their packaging/ supply chain to reduce cost and environmental impact.

e-halo sits at the top of a tech stack that also incorporates data flow, visualization and automation to ensure the right people have access to the right information at the right time, in one place. The platform is designed to automatically interact with other IT infrastructures such as Product Lifecycle and Artwork Management Systems.

Businesses currently using **e-halo** include the world's biggest e-tailer, and the world's biggest retailer.



Leadership Team

- Greg Lawson, Managing Director
- Gillian Garside-Wight, Consulting Director
- Sarah Kroon, Operations Director
- Harriet Young, Marketing Director