

Consultancy Services

Pioneering packaging services & strategies.

What do our Consultancy services include?

Our experienced Consultants bring clarity to the complex world of packaging. Our services span many areas of packaging, including:

-  **Packaging Strategy:** Implementing packaging strategies that make a measurable difference.
-  **Packaging Legislation:** Stay up-to-speed globally, and compliant always.
-  **Circular Stewardship:** ensure compliance, control costs and manage timelines.
-  **Sustainability Measurement:** Assess packaging using proven methodologies.
-  **Color Management:** Guarantee a consistent visual identity for your brand, at scale.

Working together, we'll help you set and share your vision for a better future, whilst making it a reality.

What makes Aura different to other consultancies?

We collaborate with all stakeholders across the entire value chain, understand the challenges each face and ensuring seamless integration of solutions and compliance.

- We offer diverse perspectives from policy and retail to raw materials and MRFs.
- Our extensive global experience guarantees you are in safe hands, no matter your position in the value chain.
- Staying ahead of the curve is crucial, especially in circular stewardship. We leverage our global insights to predict future trends safely.
- With Aura's pioneering technology, strategic partnerships, and highly-skilled Consultants, you are assured of exceptional support!



Types of organizations we work with:

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| ✓ National governments | ✓ Sortation Plants | ✓ Retailers & e-tailers |
| ✓ Governing bodies | ✓ MRFs (Material Recovery Facilities) | ✓ Brand Owners & product vendors |
| ✓ NGOs (Non-governmental Organizations) | ✓ PROs (Producer Responsibility Organizations) | ✓ Packaging converters & raw material providers |

Consultancy

Drive your packaging ambitions forward.



Packaging strategies explained.

We start by understanding your needs, then together we tackle the areas that matter to you, your business, your customers, consumers and our planet.

Key focus areas typically include:

- Packaging **process** and **value stream** mapping
- Packaging **development** and value chain optimization
- Packaging development **guidelines**
- Extended Producer Responsibility (**EPR**) on a global scale
- **Waste stream** mapping and solutions
- **Data mining** and management

We're packaging Consultants who build true partnerships to deliver shared goals.

With deep expertise across formats, materials, legislation, recyclability, and waste streams, we help you create strategies that make a measurable impact, now and for the future.

Measurement of sustainability.

Measuring the sustainability impact of packaging and processes can sometimes feel like an impossible task, especially when selling products globally.

At Aura, we demystify this process by utilizing proven methodologies aligned to your business and packaging requirements.

These methodologies include:

- Life Cycle Assessments (LCA)
- Recyclability Assessment Methodology (RAM) – UK
- Packaging and Packaging Waste Regulations (PPWR) – EU
- RecyClass – Global
- Association of Plastic Recyclers (APR) – Global
- Ellen McArthur Foundation - Global

What is Circular Stewardship?

Circular stewardship is the responsible management of resources through the lens of circular economy principles.

It's a strategic approach to designing out waste, keeping materials in use for as long as possible, and regenerating natural systems.

Aura services include:

- Extended producer responsibility
- Deposit Return Schemes / Bottle Bills
- Reusable and refill options

Aura's Consultants help embed these principles, turning sustainability goals into measurable, long-term outcomes.

How can Circular Stewardship support your organization?

- **Brand Image** – Attract sustainability-minded consumers
- **Drive Innovation** – Build resilient, future-ready models
- **Stay Compliant** – Meet regulations & avoid penalties
- **Cut Costs** – Reduce raw material use & operational spend
- **Secure Resources** – Promote reuse and safeguard supply



Aura's expert Consultants are ready to support you in your mission to drive forward circular stewardship. Furthermore, with **e-halo**, our proprietary packaging sustainability platform, **your data can be instantly assessed with dashboards that help you to meet your obligations.**