Gain packaging visibility,
in real time

Navigating today's packaging landscape

Today, retailers and brands face unprecedented challenges in the ever-evolving landscape of global supply chains, politics, legislation, and consumer expectations. To navigate these shifts successfully, responsible retailers and brand owners must focus on four key packaging drivers:

Regulatory: Adhering to evolving global legislative requirements.

Perceptual: Communicating a consistent approach to responsible packaging.

Circular: Robustly fulfilling voluntary packaging and environmental obligations.

Commercial: Mitigating packaging impact from legal, value chain, and supply chain perspectives.

Address tomorrow's packaging challenges, today

e-halo is your groundbreaking packaging sustainability program for capturing, interpreting and transmitting live, accurate packaging data.

e-halo leverages Aura's unique blend of expert consultancy and pioneering technology to help manage global retailers, brands and manufacturers' future technical and sustainable packaging requirements. Furthermore, it facilitates the visibility of packaging data in **real time** allowing you to futureproof your packaging within one automated workflow by:

- Providing accurate packaging data
- Automating compliance with legal obligations and voluntary targets
- Eliminating undesirable or banned materials
- Immediately evaluating carbon values and territory-specific recyclability

This approach ensures "right first-time packaging," helping you to manage risks and supplier compliance.

"Trusted by the world's largest e-tailer and retailer"

What sets e-halo apart?

e-halo is the most comprehensive packaging data management program available now - giving your organization 24/7 access to accurate packaging data at granular level.

It interacts seamlessly with your IT infrastructure, including Product Lifecycle and Artwork Management Systems to support end-to-end, pro-active packaging management.

When you choose **e-halo**, you're also supported by our team of global specialists.

Experienced Consultants scope your needs and long-term objectives based on current and future packaging trends, organizational scale and packaging ambitions.

Project Managers work with you to manage key milestones and timelines throughout implementation.

Supplier Success Managers partner with your supplier base to ensure **e-halo** is capturing granular packaging data.

Data Assurance Specialists leverage extensive experience in technical packaging to sense-check your data and ensure its validity.

The benefits

e-halo in action

Supplier Success & Data Assurance:
Managing every supplier to submit granular, accurate packaging data for thousands of Walmart private brand products.

Walmart

Identify risks and evaluate recyclability:
e-halo automatically analyses over **10.3 quintillion** possible combinations of packaging specification to calculate the recyclability of packaging and highlights 'banned' or 'at risk' substrates.
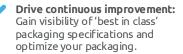
amazon

Set sustainability targets:
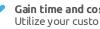Delivering an international data capture program for **5000+ SKUs** to illuminate the path to success.

WHOLE FOODS MARKET

Book your **e-halo** demo today

✓ **Data visibility anytime, anywhere:** Access live and accurate packaging data online, 24/7.

✓ **Meet global packaging legislation:** Proactively manage compliance as legislation evolves, by territory.

✓ **Manage sustainability targets everyday:** Evaluate packaging recyclability and carbon metrics.

✓ **Drive continuous improvement:** Gain visibility of 'best in class' packaging specifications and optimize your packaging.

✓ **Gain time and cost efficiencies:** Utilize your customizable reporting dashboards.

✓ **Customize your e-halo program** with our tiered pricing model.