



**A NEW EARTH
PROJECT**

our mission:

A New Earth Project is Atlantic Packaging's values in action — a movement to eliminate plastic pollution, accelerate regenerative innovation, and protect the well-being of people and planet for generations to come.

our vision:

To help build a regenerative future where business, people, and nature thrive together.



anewearthproject.com | [@anewearthproject](https://www.instagram.com/anewearthproject)

OUR NORTH STAR FOR SUSTAINABLE PACKAGING

new earth approved guidelines

At A New Earth Project, we evaluate packaging through three core guidelines. These are not rigid checkboxes — they are aspirational guides that reflect the outcomes we're working toward in a circular and regenerative system.



curbside recyclable or home-compostable

Packaging should be easy to dispose of responsibly. We prioritize materials that are accepted in curbside recycling systems — or, when that's not possible, formats that are home-compostable, not just industrially compostable.



made from renewable resources

We favor materials derived from rapidly regenerating sources — like plants or trees — over fossil fuel-based inputs, which can't be replenished in a human lifetime.



earth-safe

If packaging does end up in nature, it should be ecologically benign — causing no toxicity, no microplastics, and no long-term harm.

