

NATIONAL RESOURCES

The Packaging Edition!

Global
Sourcing for
Local
Manufacturing

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New at National Resources

Digital Watermarks Are Redefining What Recyclable Packaging Can Do



DIGIMARC

WIPAK

Digital watermarking has long been hailed as one of the most promising enablers of next-generation recycling. The next leap in circular packaging won't necessarily come from materials alone - it will come from intelligence built directly into the pack.

Digimarc's digital watermarking, now integrated into Wipak's high-performance printed films, is a clear example of how technology is reshaping what "recyclable" truly means. Eco-friendly packaging must do more than reduce impact at the front end. As Wipak CEO Karri Koskela notes, it must remain functional across its entire lifecycle - protecting products, performing on line and moving through recycling systems with precision.

Digital watermarks make that possible by embedding detailed product and material data invisibly into the film, enabling identification far beyond the limits of optical sorting. This level of accuracy is essential if brands are to meet tightening regulations like Europe's PPWR and shift from virgin plastic to high-quality recyclable materials.

Digimarc CEO Riley McCormack comments about the challenge of sorting materials: "recyclers need better inputs to deliver better outputs. Watermark-enabled sortation addresses that gap". Furthermore, the value doesn't end at the recycling facility. Digital watermarks unlock new data streams across supply-chain visibility, consumer buyer behaviour and a more actionable model for sustainable circularity.

[Find Out More About Digimarc](#)



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EcoPaperHighPlus:

ADVANCING RECYCLABLE BARRIER PACKAGING

In our last newsletter, we highlighted EcoPaperHighPlus as a successful alternative solution in the dairy market, particular in the application and processing and packaging butter.

As brands accelerate their shift toward fibre-based solutions, EcoPaperHighPlus stands out as a mono-paper material that delivers both sustainability and performance. Designed for paper-stream recycling and backed by CEPI / 4Evergreen certification, it offers the medium-barrier protection needed for a wide range of food and non-food applications - including strong resistance to oxygen and water vapour.

Its real strength lies in practicality: EcoPaperHighPlus runs efficiently on existing HFFS and VFFS lines, maintaining speed and machinability without operational compromise. With FSC® or PEFC-certified paper, multiple surface finishes and compatibility with rotogravure, flexo and digital printing, it gives brands flexibility without sacrificing circularity.

EcoPaperHighPlus demonstrates how far paper-based packaging has evolved - proving that recyclable solutions can meet modern performance expectations while supporting a more sustainable future.



Contact Us to Find Out More About EcoPaperHighPlus



EASTER GREETINGS!

As we approach the Easter break, we would to extend our warmest wishes for a safe and restful long weekend. May the days ahead offer time to allow you to enjoy a well-deserved pause and perhaps indulge in a little seasonal chocolate!

If you're travelling, please take care on the roads and arrive safely wherever the weekend takes you. From all of us at National Resources, wishing you a wonderful Easter filled with rest and a touch of sweetness.

Warm Regards, Leon

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Australasian Institute of Packaging

AIP PARTNERSHIP & EVENTS

To learn about important industry events locally and globally, check the AIP event calendar. It offers detailed information on various events, keeping you updated on conferences, seminars and trade shows in the packaging industry. See their website [here](#) for more information and packaging industry resources.



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