

IPL Inc in Packaging Industry (Canada)

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Abstracts

While most other packaging manufacturing firms position themselves strongly as environmentally progressive, IPL Inc is taking a slightly different approach. The company does promote its environmental sustainability, however it sees consumer safety (in terms of food packaging) as a stronger concern for consumers. Considering that the packaged food industry is rife with outbreaks of illness and product recalls – IPL's positioning can be considered a strong move. While environmental issues are...

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