

PULSAR® Embraces Packaging Biotechnology

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PULSAR®, a leading manufacturer of high-visibility and protective workwear, is proud to announce another significant step forward in its sustainability journey with the introduction of organic biotechnology garment packaging. This initiative debuts alongside the launch of the new PULSAR® REACT collection and will be rolled out across all product lines as stock is replenished.

As part of this packaging transformation, PULSAR®, has partnered with Rudholm Group, a globally positioned, sustainability-focused supplier. The packaging expert's worldwide production capabilities ensure that PULSAR's factories, no matter their location, can consistently source approved eco-friendly packaging and Forest Stewardship Council (FSC)-certified labels.

The most notable change is the switch to garment bags embedded with Change Plastic for Good® BDP®. This patented additive makes plastic irresistible to microbes in anaerobic landfill and ocean environments, triggering a natural biodegradation process. What would otherwise take centuries, BDP® reduces to years.

"We asked ourselves a simple question: *What's the benefit of recyclable packaging if most consumers can't recycle it?* That question led us to a more comprehensive solution; packaging that protects the product while having a plan for end-of-life," said Hannah Sargent, Product Development Manager at PULSAR®.

The science behind BDP® is proven. Independent third-party testing by Intertek revealed 10.3% biodegradation in just 45 days under ASTM D5511 conditions. Microbes form a biofilm on the plastic's surface, secrete enzymes that break down the polymer chains, and convert the material into CO₂, CH₄ (which can be captured for clean energy), and humus, a nutrient-rich organic biomass.

This change builds on the brand's earlier packaging upgrades, including FSC-certified cardboard hang tags and biodegradable jute twine, and reflects a wider company strategy to reduce environmental impact across product lifecycles.

"We've worked with Rudholm since 2023, beginning with our eco-conscious PULSAR® Life range. Their transparency, consistency, and forward-thinking solutions made them an ideal partner for our long-term vision," Hannah added.

Choosing Rudholm Group as the nominated packaging supplier of Change Plastic for Good® BDP® packaging ensures:

- A reduced long-term impact on the environment
- Global consistency across the PULSAR® supply chain
- Durable protection for garments in transit
- Credible third-party certified sustainability credentials

Whether recycled properly or ending up in landfill, the packaging now has a clear path forward, protecting both the product and the planet.