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## Google achieves plastic-free packaging ahead of 2025 with help of new paper

While consumers dispose of some fiber packaging because it resembles plastic, testing shows consumers recognize the new paper as recyclable, a spokesperson said.

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### Dive Brief:

- Google says it has met its 2025 goal to make all of the packaging for its newly launched hardware — including Pixel, Fitbit and Nest devices — without plastic, according to an announcement Tuesday. It set the goal in October 2020, when 94% of its product packaging was already free of plastic.
- Today, the packaging is made with a paper that is three times stronger and 70% more stretchable than the paper it previously used. It developed this new paper in partnership with Veritiv and Shandong Kaili Specialty Paper Co.
- This announcement comes on the heels of the tech giant's release of its 2024 sustainability report last month. It showed that packaging for new Google products launched and manufactured in 2023 was 99% free of plastic. Additionally, Pixel 8 and Pixel 8 Pro phones were introduced in October with entirely plastic-free packaging.

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<https://www.packagingdive.com/news/google-meets-2025-goal-plastic-elimination-fiber/724751/>