EXPO WEST 2025

OSC PACKAGING COLLABORATIVE

EXPERT INSIGHTS

OSC'S ANNUAL AWARDS

TRENDS

THANKS TO OUR SPONSORS

TRAYAK SUSTAINABILITY STARTS HERE — Complete Software Solutions for Product and Packaging Sustainability

SPECRIGHT — The #1 Platform for Specification & Supply Chain Data Management

OSC — CEO CHAPTERS

CLIMATE COLLABORATIVE — Commit. Act. Impact.

OSC — PACKAGING COLLABORATIVE

J.E.D.I COLLABORATIVE — justice . equity . diversity . inclusion

OSC — ADVISORY & FUND

PURPOSE PLEDGE

PACKAGING AT EXPO WEST

ONE STEP CLOSER™

A week spent at Expo left us deeply inspired by the groundbreaking innovation and emerging trends shaping the natural products industry. The buzz surrounding the growing momentum of the circular economy was particularly exciting, as more companies embrace new models to reduce waste, enhance resource efficiency, and create sustainable systems.

THE HIGHLIGHTS

We were thrilled to host our Sustainable Packaging Super Session where the winners of our annual OSC Packaging Innovation awards were announced, followed by an enriching panel from the award judges.

The awardees were selected by a distinguished panel of judges with expertise in materials science, waste management, and sustainable manufacturing, including industry experts Rhodes Yepsen of BPI, Natalie Kra of Resonance and OSC, Stephanie Barger of USGBC TRUE, and Laura Foti of SpecRight.

The judges engaged in a rich conversation around insights on how policies are pushing the boundaries of innovation, the obstacles they face in developing sustainable solutions, and how brands can adapt to this ever-changing landscape. The session was filled with energy and curiosity, with attendees eager to explore the intersection of sustainability, innovation, and policy as they look toward the future.

OSC'S ANNUAL AWARDS

OSC PACKAGING INNOVATION AWARDS

We were proud to announce the winners of the third annual 2025 OSC Packaging Innovation Awards. Announced at the State of Sustainable Packaging Super Session, the awards recognize brands and materials providers prioritizing environmental stewardship and advancing the sustainability of their packaging and lifecycle management.

AWARD WINNERS

Innovation in Materials (Brands)

Blue Heron Botanicals
Home compostable & recyclable paper lip and herbal balm tubes

Innovation in Materials (Material Providers)

World Centric
Home & commercially compostable Fiber Scoop for protein powders, etc

Innovation in Re-fillables

Activist Skincare
Refillable skincare product system

PACKAGING AT EXPO WEST

ONE STEP CLOSER™

TRENDS ON THE FLOOR

At the show, there was an undeniable buzz around the evolving trends in products and packaging. Companies are increasingly prioritizing circular design principles, moving toward materials that are recyclable, reusable, or made from renewable sources and embracing bold looks and statements. The excitement on the convention center floors was palpable, as industry leaders showcased cutting-edge innovations.

Authentic & Transparent Storytelling

Authenticity and transparency were key themes, with brands sharing the journey behind their products on their packaging. Consumers are increasingly seeking companies that provide clear, honest communication about sourcing, production processes, and environmental impact. This movement is empowering brands to build trust and stronger connections with their audiences by sharing their sustainability efforts in meaningful ways.

Bold Branding

Bold branding took center stage, with companies leveraging striking visuals and creative packaging designs to differentiate themselves in a crowded marketplace. Brands are embracing sustainability not only as a value but as a key part of their identity, aligning their visual storytelling with eco-conscious values. This trend is redefining what it means to stand out while staying true to environmental commitments.

Regenerative Product Design

Regenerative product design was pushing the boundaries of sustainability at the show, as companies shift from simply minimizing harm to actively restoring ecosystems through their products. From packaging made from regenerative materials to products that contribute to soil health or biodiversity, this trend represents a forward-thinking approach to product life cycles.

THANKS TO OUR SPONSORS