

# The Material Library



Discover Special Purpose Packaging by

# Go Do Good

# New Materials For A Better Future!

Go Do Good is building a waste-to-wealth economy by using local Indian materials & processes.

Plastic-free Packaging = Fun + Functional



The materials are a window to endless possibilities. We've mentioned a few ways to use the materials but are always ready to get challenged and try unique ways to use the materials.

Good for People. Good for Planet.





OUR PORTFOLIO

The Good Packaging

The Good Printing

The Gala Foam

The Good Bubble Wrap

The Good Sticker






**In India, 10 million+  
PE coated paper  
cups are being  
used every day.  
1.5 million+ orders  
are placed on  
Zomato every day.  
4000+ Amazon  
products are sold  
per minute.**

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**We can't change behaviour patterns but we  
want to create a space for positive consumption.**



## Did You Know?

PE coated paper, lamination, wax coating and other plastic film packaging are not recyclable and end up in landfills; even worse, water bodies.

Kraft or white paper-based stand-up pouches, mithai & cake boxes, envelopes, food tray, boxes or cups are often lined with plastic making it unfit to recycle or biodegrade.

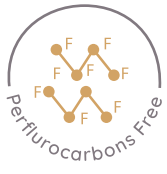
Check your current packaging.  
Is it truly sustainable?

# The Good Packaging

HEAT SEALABLE

FOOD GRADE

CHLORINE & ACID FREE PAPER



NO COMPROMISE LIST

## How is it better?

The coating is a proprietary blend of Go Do Good Lab, made from plant-based gums developed by ancient knowledge from 3,000 years ago.

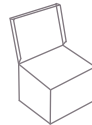
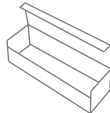
Positive 12hr | 24hr | 7-day | 30-day | 45-day | 90-day test results against moisture, grease and water.

	Plastic Laminated Paper	Bioplastic Packaging	The Good Packaging
Oil-Resistant	○	Sometimes	○
Water-Resistant	○	Sometimes	○
Moisture-Resistant	○	Sometimes	○
Heat Sealable	—	Sometimes	○
Recyclable	—	Sometimes	○
Home Compostable	—	Sometimes	○
Food-Grade	○	Sometimes	○

# MOISTURE-PROOF PAPER

## Check out our coated paper series :

Water-resistant paper series, keeps your product moisture proof.



### Key Uses / Application :

Frozen food | Dry & Wet Food | Bakery | E-Commerce  
Takeaway | Mithai | Gifting | Single serve | Pouches

Tailor made packaging available in various  
Size | Print | Paper | Design | Shape



Home-compostable / biodegradable in 6-8 weeks unlike market claimed paper packaging coated with PLA or PE.





Leakproof Takeaway Box

Heat Sealable Pouches + Sachet



Mithai & Ladoo Box



Bakery Box + Pastry Board

# The Good Printing

MADE WITH SEAWEED



WATER-BASED INK  
FOOD GRADE  
NATURAL PIGMENTS

## How is it better?

We use natural pigments for making this water-based ink at our Go Do Good Lab. These pigments are made from plants or organic waste matter.

Home compostable / biodegradable in 6-8 weeks unlike market claimed soy ink or regular ink which is made from petroleum ingredients.

	Commercial Printing	Water-Based Printing	Friendly Compostable Screen-Printing
Fabric + Paper	—	—	○
Durable	○	○	○
Plastic-free	—	—	○
Eco-freindly	—	—	○
Colour Range	○	○	○
Home Compostable	—	—	○

## Key Uses / Application :

- Invitation card
- Sachet
- Hang tag
- Label / Sticker
- Envelope
- Box
- Bag
- Stationary
- Business Card

### NO COMPROMISE LIST



## Check out our printing shades :

Choose from a range of natural colours to screen print the finest details on any type of paper.

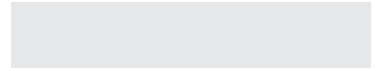
## Charcoal Grey



## Mica Gold



## Bone White



## Olive Green



## Indigo Blue



## Rouge Pink



## Kraft Brown



## Crimson Red





Oil, Citric Acid, Sodium Bicarbonate, Citrus Peel  
Extract, Limonum (Lemon) Essential Oil, Orange  
Essence (Sweet Orange), Essential Oil, Grapefruit  
Oil, Citrus Grandis (Grapefruit) Extract,  
Sapindus Mukorossi Peel Extract

### DIRECTIONS FOR USE:



1. Fill your  
dispenser with  
warm water  
upto the 250 ml  
mark.



2. Add the  
Bare formula  
in 250 ml  
of warm water.



3. Stir well with  
the help of the  
dispenser pipe  
and watch your  
hand soap come  
to life.

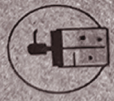


4. Close the lid  
and wait for it  
to fully dissolve.  
Voila! Your  
product is ready  
to use in 15  
minutes.

Printed sustainably  
using screen-printing -  
compost me.  
Scan to find out all  
about me.

No.

Lauryl Sulphate, Sodium Bicarbonate, Citrus Peel  
Extract, Limonum (Lemon) Essential Oil,  
Orange Essence (Sweet Orange), Essential Oil,  
Grapefruit Oil, Citrus Grandis (Grapefruit)  
Extract, Sapindus Mukorossi Peel Extract



3. Stir well with  
the help of the  
dispenser pipe  
and watch your  
dish wash  
come to life.



4. Close the lid  
and wait for it  
to fully dissolve.  
Voila! Your  
product is ready  
to use in 15  
minutes.



# The Gala Foam

HEAT SEALABLE  
CUSTOM PRINT  
MOISTURE-WICKING



MADE WITH WOOL-WASTE

## NO COMPROMISE LIST



Heat Sealable



Hot and Cold



6 ft Drop Test



Thermal Insulation



Plastic Free



Non toxic



Home Compostable



Bio Degradable



Adhesive Free



No Synthetic Chemicals

## How is it better?

With 6x higher impact resistance than bubble wrap and foam packaging, our customised pouches and inner liners made from wool-waste guarantee secure transportation for fragile cosmetics and perfume bottles.

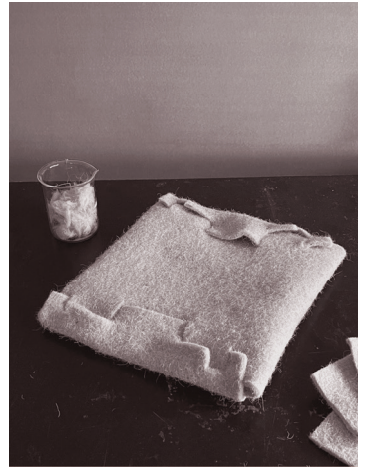
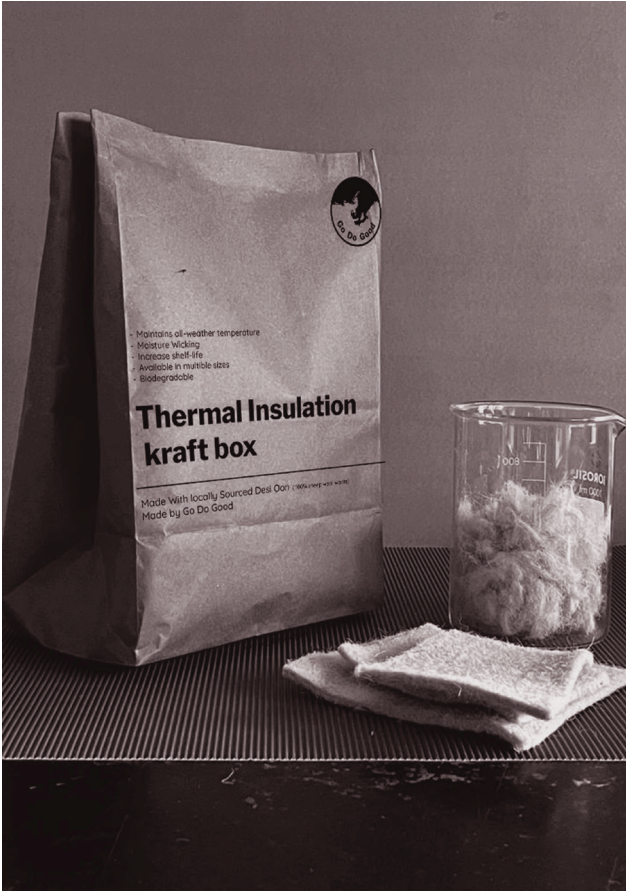
The thermal-insulation properties retain a constant temperature for temperature-sensitive products, replacing the need for ice gel packs, foam pouches, and thermocol boxes.

## Did you know?

Foam and thermocol packaging, used for fragile and temperature-sensitive products, pose environmental concerns.

Non-biodegradable and contributing to micro-plastic pollution, their production depletes resources and emits greenhouse gases. Limited recycling, potential health risks from styrene, and wildlife hazards underscore their environmental impact. The visual pollution and energy-intensive manufacturing processes add to the ecological footprint.

# INSULATION + IMPACT



## Key Uses / Application :

Ice-cream | Chocolate | Glassware | Ceramicware  
Cosmetic | Perfume



	Plastic Bubble Wrap	Honeycomb Paper Bubble Wrap	EPE Foam	The Gala Foam
No. of Layers	Multiple	Multiple	Single	Single
Wrapping Time	Maximum	Maximum	Minimum	Minimum
Consumer Experience	Poor	Average	Average	Good
Eco-friendly	—	○	—	○
Tree-free	○	—	○	○
Home Compostable	—	Sometimes	—	○
6 ft Drop Test	○	—	○	○
Heavy Duty Protection	○	—	○	○
Need of Cello Tape	○	○	—	—
Custom Printing	—	—	—	○
Custom size + shape	○	—	○	○
Insulation	○	—	○	○
Heat Sealable	○	—	—	○

# The Good Sticker

MADE WITH  
TAMARIND SEED

NATURAL GLUE  
NO RELEASE PAPER  
WATER-RESISTANT

## How is it better?

We use a natural adhesive made at our Go Do Good lab to back these stickers. Inspired by India Post, our water-based glue is a mix of various natural gum. Apply the sticker directly on the package.

Our stickers eliminate the use of dual materials. No release paper or toxic adhesive layer left behind.

NO COMPROMISE LIST







**Key Uses / Application :**  
Paper Envelope | Boxes  
Glass Bottles



# Did You Know?

Stickers may seem like paper, but their adhesive backing made from synthetic polymer is not recyclable and can contaminate paper recycling. Regular stickers are mounted on a paper carrier material made from silicon making it harmful to the environment.

Stickers are often made from polyvinyl chloride plastic (PVC) or paper laminated with plastic. Vinyl stickers are extremely toxic to produce and even more toxic to consume. When a vinyl sticker breaks down, it leaves behind tiny pieces of micro-plastic that ultimately pollute our land and waterways.

	Plastic Sticker	Other Paper-based Sticker	The Good Sticker
Water-Resistant	○	—	○
Synthetic Polymer Adhesive	○	○	—
Release-Liner	○	○	—
Recyclable	—	—	○
Home Compostable	—	—	○
Paper variety	—	—	○
Printable	○	○	○
Custom shape + design	○	Sometimes	○

# The Earth Needs More Conscious Brands. Are You One Of Them?

Reach out :  
[hello@go-dogood.com](mailto:hello@go-dogood.com)  
+91 93256496296



**We hope you are inspired to  
Go Do Good with sustainable packaging!**



[www.go-dogood.com](http://www.go-dogood.com)