

Networking that moves the eco-conscious conversation forward

Atlantic Packaging powers innovation and environmental leadership with secure, scalable connectivity

Atlantic Packaging

atlanticpkg.com

- North America's largest privately held sustainable packaging company, with \$1B+ revenue and 35+ locations
- Industry pioneer in circular, innovative packaging and the first in North America to set a net-zero science based target
- Mission-driven to eliminate plastic pollution, with a culture rooted in bravery, sustainability, and measurable impact

Challenges

- Needed rapid, reliable network infrastructure for a high-profile sustainability event
- Faced slow, complex setup processes and limited flexibility with previous networking solutions
- Risked operational delays due to lack of agile responsiveness

Solutions

- [Lumen® Network-as-a-Service \(NaaS\)](#) delivered flexible, scalable network deployment
- [Lumen® DDoS Mitigation Solutions](#) provided instant protection and simplified network management through a user-friendly portal

Results

- Enabled fast networking at 14 locations, with plans to expand to 30+ locations nationwide
- Reduced management overhead and operational costs, improving speed and flexibility for critical events
- Provided "point and click" simplicity, saving significant time and rapid response



“ Lumen NaaS saved a global summit we were hosting. With one click, we had instant connectivity plus DDoS protection for high-profile guests. NaaS has changed the way we do business.”

— Robbie Walker
Network Infrastructure Manager,
Atlantic Packaging

LUMEN®

Challenge

The summit stress test

In 2025, Atlantic Packaging was gearing up for a high-profile sustainability summit that was drawing unprecedented global attention. The event was a prime opportunity to showcase their environmental leadership and push the eco-conscious conversation forward—but their existing network infrastructure wasn't built for this scale.

"We found out there were quite a few VIPs attending this year," said Robbie Walker, Network Infrastructure Manager at Atlantic Packaging. "Once we realized the scale had changed, we contacted our carriers to see if we could improve the speed to be on the safe side."

Their traditional network upgrades were slow and inflexible. With high-profile customers, media visibility, cybersecurity risks at play, Atlantic Packaging needed a fast, secure, and scalable solution—immediately.

Solution

Click. Connect. Go.

Facing tight deadlines and high stakes, Atlantic Packaging turned to Lumen® Network-as-a-Service (NaaS)—a cloud-based, software-defined networking solution that deployed faster than their own equipment.

"Lumen came to us with Network-as-a-Service (NaaS), walked us through it, and it was fantastic," said Walker. "Flexibility is core to our culture, and NaaS delivered exactly that."

With NaaS, Atlantic Packaging instantly scaled bandwidth, secured connectivity, and managed their network through a simple portal—eliminating delays and external dependencies.

To further protect the summit, they added Lumen® DDoS Mitigation Solutions for a critical last-minute layer of cybersecurity. One click secured their network—no delays, no red tape, no compromise.

"It's truly the easy button way to do networking," added Walker.

Lumen Solution Set

- [Lumen® Network-as-a-Service \(NaaS\)](#)
- [Lumen® DDoS Mitigation Solutions](#)

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Results and Future Plans

Networking that moves with purpose

The summit proved how agile networking can accelerate sustainability. Lumen NaaS enabled rapid deployment, serving as a successful proof of concept for Atlantic Packaging's operations. Following the event, they quickly expanded Lumen NaaS to 14 sites, with plans to scale to over 30 nationwide.

"Time is the one thing you can't buy," Walker said. "NaaS gives us time back by reducing management overhead."

At the heart of their innovation is the Packaging Solution Center—a global model for circular packaging. Here, engineers use secure connectivity and real-time data to develop patented solutions, like converting recycled stretch plastic into reusable pellets.

"NaaS mirrors our approach to problem solving: innovation," Walker said. "NaaS gives us flexibility and allows us to be innovative."

Atlantic Packaging is turning sustainability from a priority into a practice—making progress measurable, repeatable, and scalable. With Lumen, networking becomes a catalyst for climate action and a driver of the eco-conscious conversation.