



**A Brandowner's Perspective on the
“The Sustainability Challenge Facing Printed
Packaging and a Strategy to address these”**

EuPIA 7th Annual Conference

Ghent, Belgium, 11 March 2010

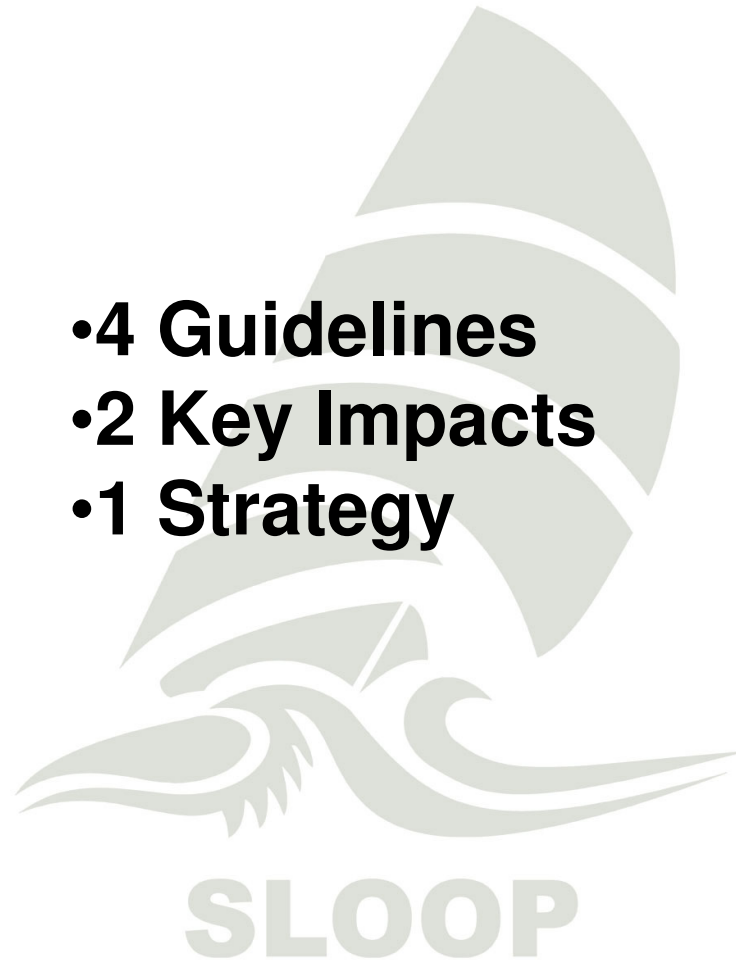
Graham Houlder

.....because we don't have two!



Role of Packaging in Sustainability

- 4 Guidelines
- 2 Key Impacts
- 1 Strategy



.....because we don't have two!



Role of Packaging in Sustainability

4 Guidelines: #1

Brands sell PRODUCTS
NOT Packaging!



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Brands Sell Products ----Not Packaging!

The Lipton/PG brands promise:
A great cup of tea produced using sustainable farming methods by workers earning a decent living in good working conditions.

The pack is from
certified sustainable
forests and has
'Recycle Now' logo



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Brands Sell Products ----Not Packaging!

Small & Mighty

1 cap is enough for 1 wash!

- Clearly communicates the main product benefit.
- Retailer communicated the “reduced waste” benefit.



Don't underestimate the power of a retailer singing your praises.

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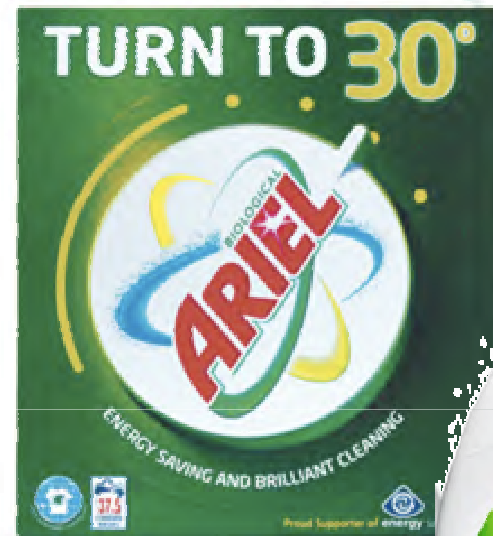


Brands Sell Products ----Not Packaging!

The Ariel promise:

To wash your clothes!

*....but also to minimise the
energy impact on climate
change!*



15⁰ C – Cool!



**Clear understanding of the impact and how to make their
product more sustainable – Brilliant!**

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Role of Packaging in Sustainability

4 Guidelines: #2

Don't Talk Green

Walk Green!



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Don't Talk Green – Walk Green!

4 Guidelines: #2

Motorola's 'carbon neutral' phone

- Made from recycled plastic

Even the outer pack is made from recycled carton!



Try to 'Green' the whole brand/product experience!

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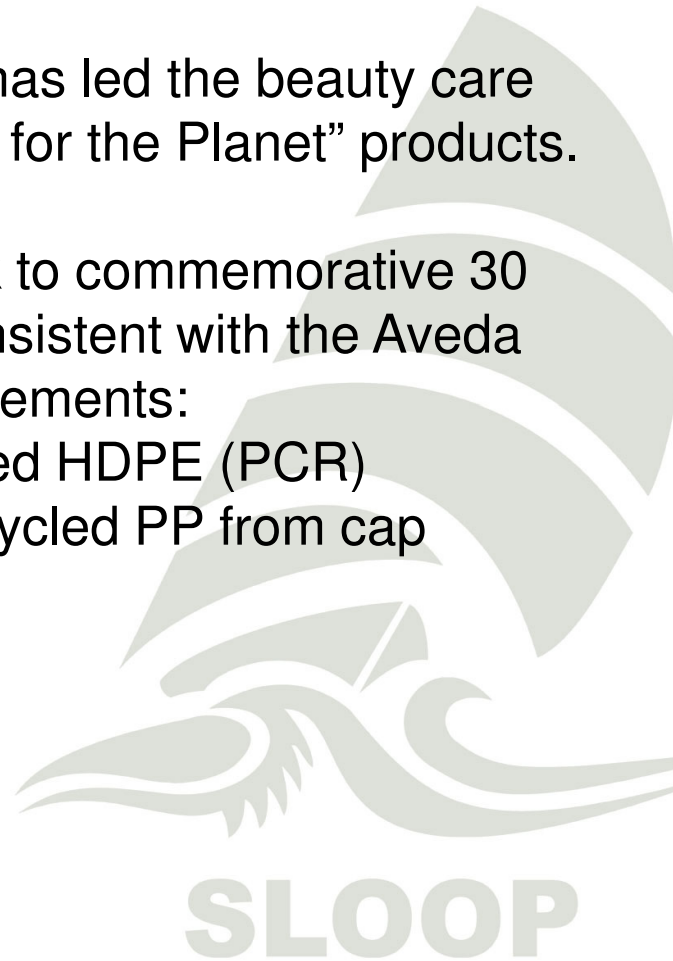


Don't Talk Green – Walk Green!

Since 1978 Aveda has led the beauty care industry with “Good for the Planet” products.

This new retro pack to commemorative 30 years is entirely consistent with the Aveda promise and achievements:

- Bottle: 96% recycled HDPE (PCR)
- Closure: 100% recycled PP from cap collection program



Why not ‘Green’ the whole business?

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Don't Talk Green – Walk Green!

What better way to pack an energy saving LED light-bulb than in a recyclable pack made from 100% recycled & renewable material! – **Enlightened!**



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Role of Packaging in Sustainability

4 Guidelines: #3

**Less Packaging
Costs Less**

(most of the time)

SLOOP

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Less Packaging Costs Less!

All – Small and Mighty (US) sold the same number of washes with 40% less packaging!

Saving:

- over 7000 tons of plastic
- half the number of truck loads
-or more than \$7 million!



Old
156.9g

New! 92.8g



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Less Packaging Costs Less!

Heinz light-weighted their food cans last year removing over 440 tonnes of steel!



They also predict a saving of £500,000 annually.

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Less Packaging Costs Less!

“Slim-Fast Can loses weight!”

New beaded can reduces weight by over 13%! Or the equivalent of:

- 2500 tons of steel
- 2700 tons of CO₂
- 230 truck loads of steel



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Role of Packaging in Sustainability

4 Guidelines: #4

**Consumers recognise
'Greenwash'**



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Consumers Recognise 'Greenwash'!

3 questions for making packaging related 'green' claims:

- **Is it a relevant consumer message?**
 - We sell PRODUCTS not packaging!
- **Is it consistent with the product message?**
 - Green pack but less than green product!
- **Is the claim auditable?**
 - Do you have Chain of Custody for the packaging?

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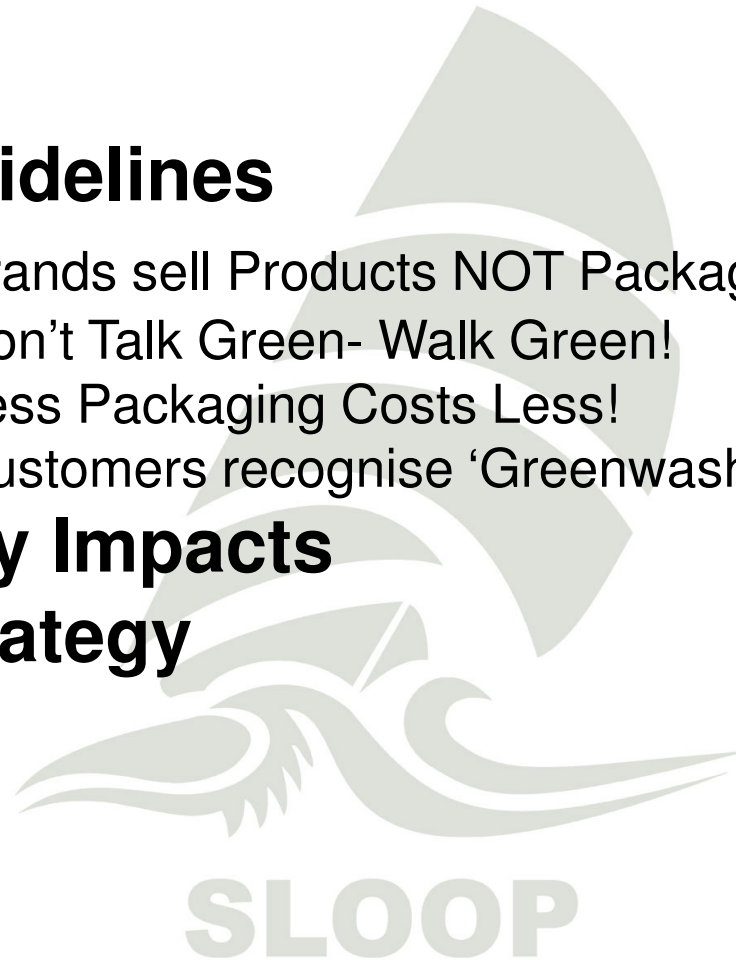
Role of Packaging in Sustainability

•4 Guidelines

- Brands sell Products NOT Packaging
- Don't Talk Green- Walk Green!
- Less Packaging Costs Less!
- Customers recognise 'Greenwash'

•2 Key Impacts

•1 Strategy





2 Key Impacts on Sustainability of Pack Design

Environmental Impact

Water:

Ability to influence: Low

Packaging's related water impact is small relative to other water influences

1. Water

2. Carbon Footprint

Climate Change:

Ability to influence: Low

Packaging's carbon impact is typically 5 – 10% of the total product carbon footprint.

3. Waste

Waste:

Ability to influence: Med - Low

Packaging's impact on Waste is visual, emotional and can be significant.

4. Sustainable Sourcing

Sustainable Sourcing:

Ability to influence: High

Essential to ensuring future availability of key packaging materials together with a 'license to use' them.

**Key
Impacts**

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Role of Packaging in Sustainability

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•2 Key Impacts

- Waste
- Sustainable Sourcing

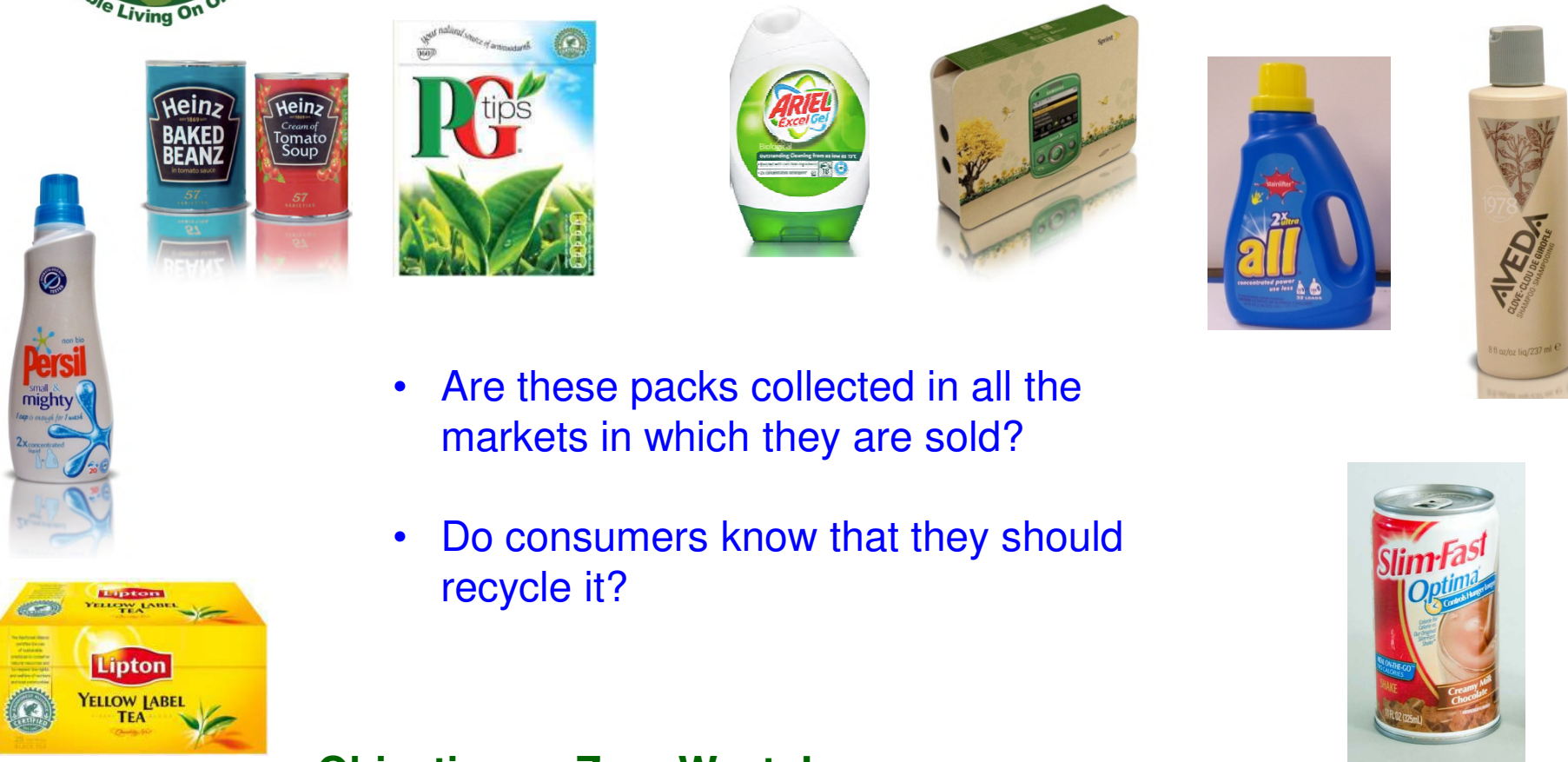
•1 Strategy

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Step 1 – Design to Reduce Waste



- Are these packs collected in all the markets in which they are sold?
- Do consumers know that they should recycle it?

Objective: Zero Waste!
i.e. All packaging collected for Recycling or Recovery.

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Step 2 – Sustainable Sourcing ...or ‘designing a sustainable business’

- Do these packs use recycled materials?
- Are the materials renewable ?...and from certified sustainable sourceseven if this is only partly possible.
- Can non-renewables that won't be recycled (for SEE reasons) be substituted by renewable alternatives (with out compromising the product attributes)

Objective:

Availability of packaging materials at an affordable cost and with a ‘license to use’ in the quantities required by the product

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Step 3 – Minimising Fossil Fuel Carbon Footprint

- If using recycled materials, does it actually reduce the FF Carbon Footprint?
- Select materials carefully: eg not all papers/board/plastics are equal.
- Ask if renewable energy can be / is used at any stage of the lifecycle?

Objective:

To make a positive contribution to avoiding Climate Change

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Step 3 – Less GHS'sor Minimising Fossil Fuel Carbon Footprint

Grouping / ranking of packaging material

based on Ecoinvent 2.0 October 2008

GWP in kg per kg material

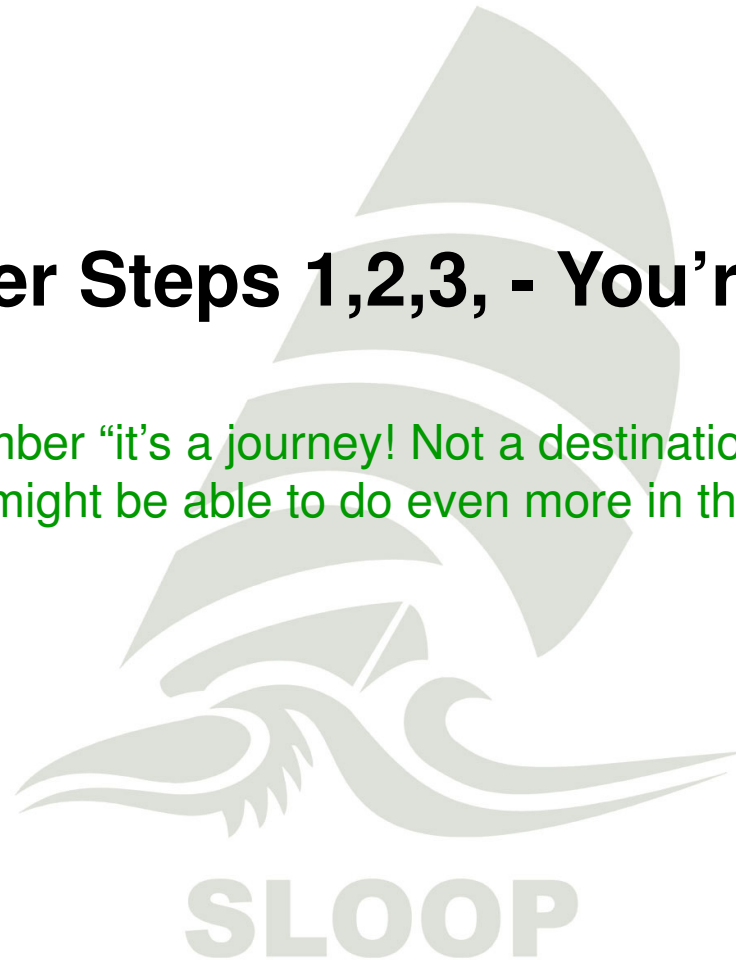
paper / board	solid unbleached board SUB	2.99
	solid bleached board SBB	3.46
	folding box	2.35
	White lined chip board	1.33
	Kraft paper unbleached	2.93
	Kraft paper bleached	3.93
	corrugated cardboard - fresh fibre	2.42
	corrugated cardboard - recycled fibre	1.04
Plastics	polyethylene terephthalate, granulate, amorphous, at plant	2.78
	polyethylene terephthalate, granulate, bottle grade, at plant	3.00
	polyethylene, HDPE, granulate, at plant	1.93
	polyethylene, LDPE, granulate, at plant	2.10
	polypropylene, granulate, at plant	1.97
Glass	packaging glass, brown, at plant	0.96
	packaging glass, green, at plant	0.93
	packaging glass, white, at plant	0.95

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After Steps 1,2,3, - You're Done!

Remember "it's a journey! Not a destination"so you might be able to do even more in the future!



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Role of Packaging in Sustainability

In summary:

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- Don't Talk Green- Walk Green!
- Less Packaging Costs Less
- Customers recognise 'Greenwash'

•2 Key Impacts

- Waste
- Sustainable Sourcing

•1 Strategy

- Steps 1, 2, 3!

SLOOP

Thank you for listening.