



# Packaging Solutions

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# Outline

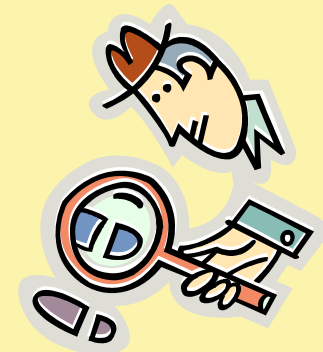
- Retail Trends
- Plastic resins
- Paper products
- Glass
- Films
- Recycling
- My Focus





# Retail Trends

- Demand for organic cotton by clothing makers is increasing at 93% annually
- Organic food 2006
- Move to ethical and local 2007
- Local big factor in 2008
  - Food Miles
  - Carbon Footprint
  - Supporting local economy





# Retail Trends

- Eco-undesirable
- Eco-chic
- Eco-iconic
  - 2008-2009 people will focus on calling out their eco status: “My carbon footprint is smaller than yours” .
  - Make it part of the design
  - Watch your claims!



WHOLE  
FOODS  
MARKET



# Retail Trends

- Eco-Friendly products and services will be a significant factor for buyers in 08
  - 88 percent of the survey respondents were very concerned about the environment
  - 74 percent indicated they buy environmentally friendly products
  - 60 percent were willing to pay more for such items
  - 55 percent say they make a special effort to patronize retailers with a "green" reputation





# 2008 Green Predictions

1. Slowdown of meaningless green marketing claims
2. Eco-friendly product sales will soar with huge conventional companies buying up the small eco brands
3. More electronics companies will have take-back programs and reduce toxic ingredients in products
4. Marketing focus switch to less packaging and lower energy use





# More Green Predictions

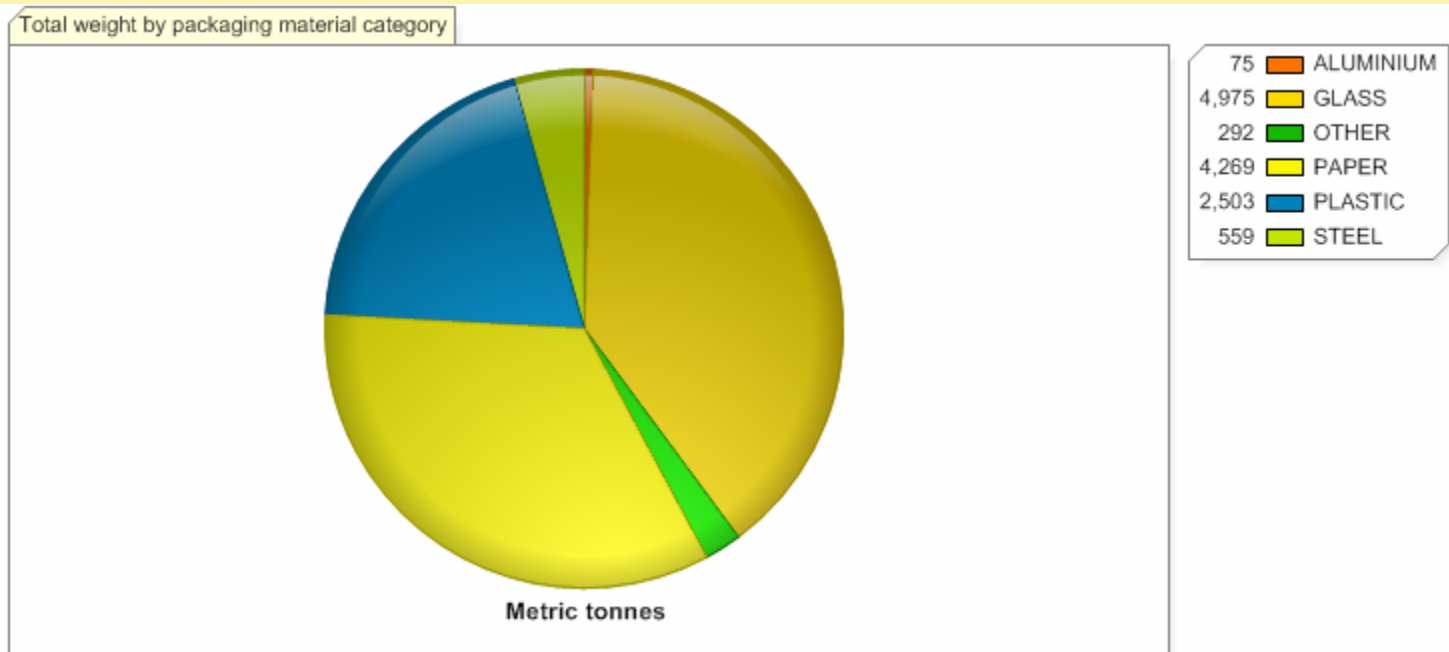
5. Offices will move towards paperless
6. Better power management for small and large electronics
7. More green jobs
8. More green benefits from employers
9. Young people will be creating more change
10. Shift towards a green mentality





# PL Packaging Stats

Material category	Sales unit packaging weight	Transport packaging weight	Total weight
ALUMINIUM	52.146	23.091	75.236
GLASS	4,975.20		4,975.20
OTHER	291.029	1.284	292.313
PAPER	1,995.19	2,274.08	4,269.26
PLASTIC	1,676.49	826.254	2,502.74
STEEL	558.763		558.763
<b>Total</b>	<b>9,548.81</b>	<b>3,124.71</b>	<b>12,673.51</b>





# Plastic Resins 1-7

1. PET (*PETE*), **polyethylene terephthalate**: Commonly found on 2-liter soft drink bottles, cooking oil bottles, peanut butter jars.
2. HDPE, **high-density polyethylene**: Commonly found on detergent bottles, milk jugs.
3. PVC, **polyvinyl chloride**: Commonly found on plastic pipes, outdoor furniture, shrink-wrap, water bottles, salad dressing and liquid detergent containers.
4. LDPE, **low-density polyethylene**: Commonly found on dry-cleaning bags, produce bags, trash can liners, food storage containers.
5. PP, **polypropylene**: Commonly found on bottle caps, drinking straws, yogurt containers.
6. PS, **polystyrene**: Commonly found on "Styrofoam peanuts", cups, plastic tableware, meat trays, take-away food clamshell containers
7. OTHER, **other**: This plastic category, as its name of "other" implies, is any plastic other than the named #1–#6, Commonly found on certain kinds of food containers, Tupperware, and Nalgene bottles.



# Plastics

- Made from Petroleum
- Leaches harmful chemicals
- Only about 23% are recycled
- Not “recyclable” but “downcyclable”
- 90% of the cost of bottled water is the bottle, lid and label
- A PET bottle will take more than 700 years to break down





# Paper

- Uses twice the energy of plastic production
- Originally comes from trees
- Uses carcinogenic chemicals in the process
- Is recyclable/can be content
- Will biodegrade





# Glass

- Made from  $\text{SiO}_2$  exists mostly as sand
- Can be recycled back into glass hundreds of times
- Takes over 1 million years to break down in nature
- Does not leach harmful chemicals
- Very strong
- Heavy for transport





## Film Plastics

- Usually #2 or #4 plastic
- Wrapped around many products, sometimes unnecessarily
- Can be made from cellulose
- Only 1-3% of plastic bags are recycled
- Are really downcycled
- Additives to help them break down





# Recycling

- Americans throw away 25 million plastic bottles/hour
- Plastic bottles can't become bottles again
- Most plastic products can't be recycled
- All of our products need to have the resin code and end of life scenario

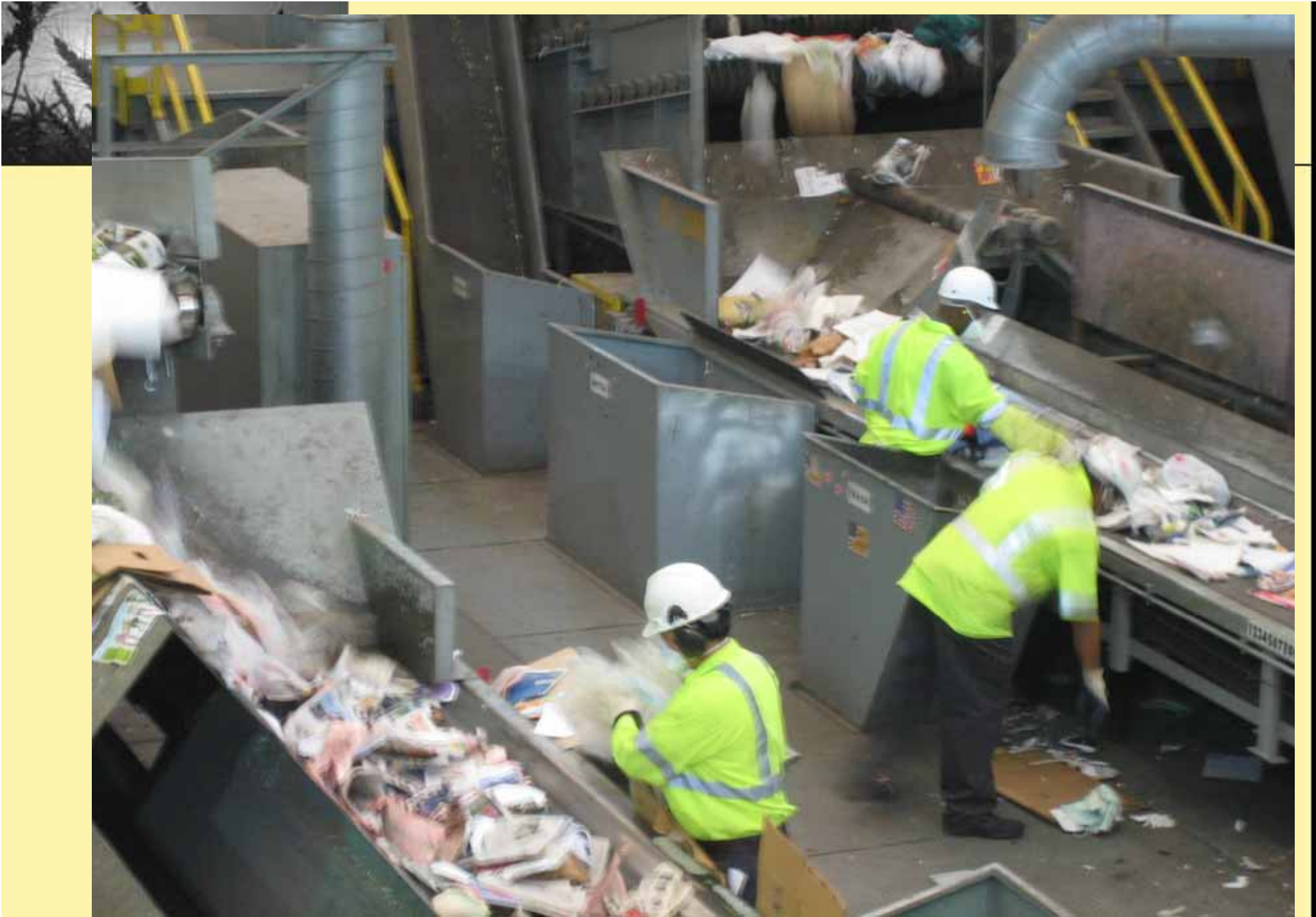




# Recycling

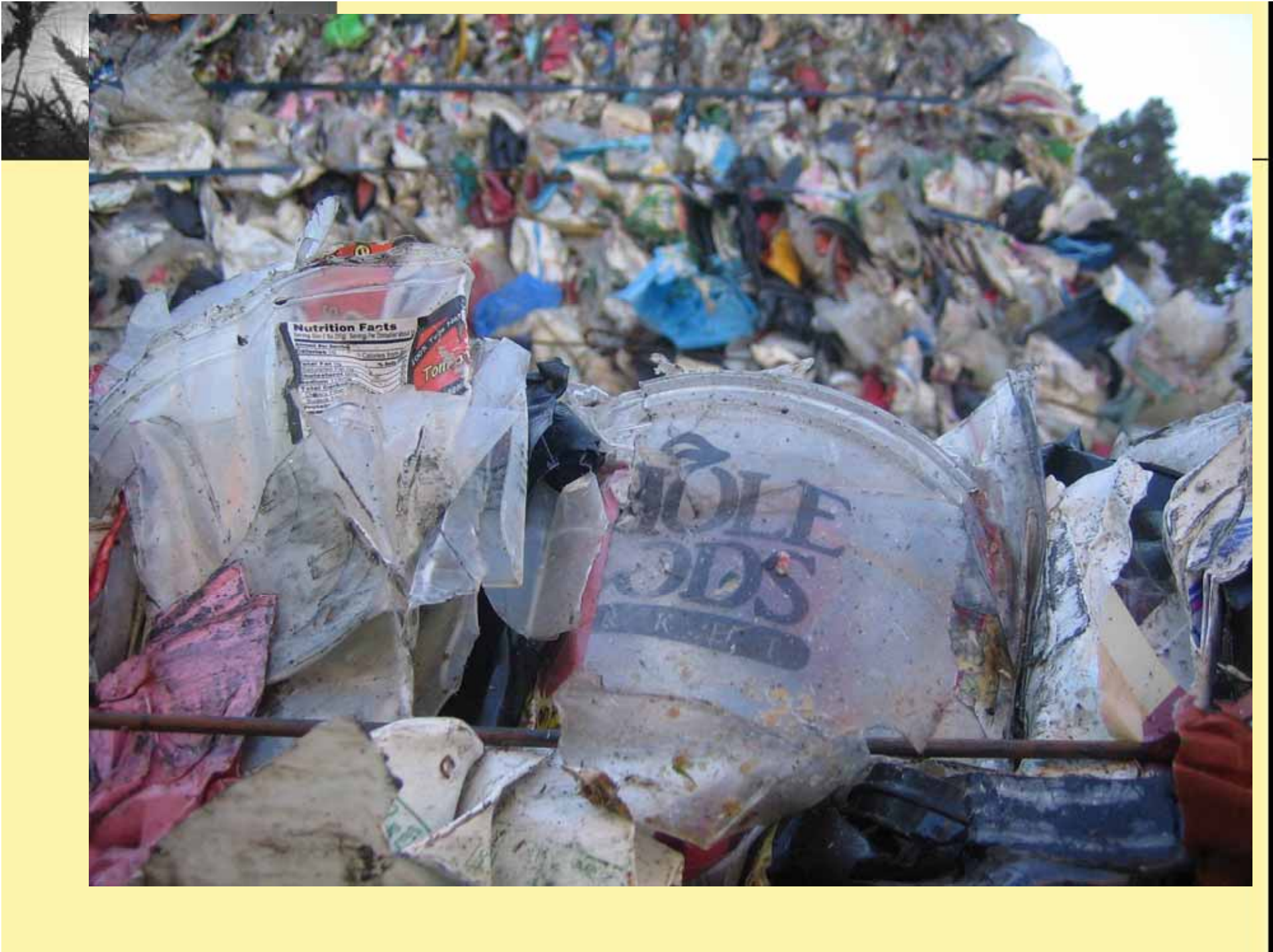
- Misconceptions:
  - A chasing arrows symbol means a plastic container is recyclable
  - Curbside collection will reduce the amount of plastic landfilled
  - Plastics that go into a curbside recycling bin get recycled
  - Plastics recyclers pay to promote plastics' recyclability
  - Packaging resins are made from petroleum refineries' waste
  - Using plastic containers conserves energy
  - Our choice is limited to recycling or wasting

















# Our Competitors

## Wal-Mart signals move to natural packaging

*Wal-Mart Packaging Scorecard Begins Today*

**Wal-Mart Announces Initial Results Of Pack**

**Wal-Mart goes green on packaging**

**WAL-MART UNVEILS 'GREEN' PACKAGING RA**

**Target Archer Farms Packaging FSC Certified**

Paper Packaging Major Threat to US Forests





# Solutions

- **1/3 of all waste is packaging!**
- Reduce the use
- Reuse containers
- Reduce package size
- Reduce excess packaging
- Require vendors to use approved materials
- All WFM PL products should be in reusable or recyclable packaging.





# Solutions

- Packaging guidelines
- Packaging approval
- Vendor responsibility
- Demand basic criteria
- Encourage innovation





# Jordans Organic Granola Cereal



- Jordans development is a key milestone ... Launched September 2007. Start of move towards 'technical' bio-packaging rather than '1 colour single-ply motifs'.
- Original structure PET reverse printed adhesive laminated to PE.
- Its outer layer is cellulose derived from GM-free wood pulp and the inner layer is derived from GM-free cornstarch.
- High sustainable and c... e.





# Sales Successes - Americas



Customer: The Revere Group

End User: Askinosie Chocolate

Country: USA

Film Type: 120 NVS

Application: Chocolate overwrap



# Sales Successes - Americas



**Customer:** Bag To Earth

**End User:** Municipalities &  
Retailers


**Country:** Canada

**Film Type:** 1-side coated  
transparent NatureFlex 90 D-NE.

**Application:** Waste disposal bag

**Notes:**

- The NatureFlex is laminated to unbleached kraft paper and serves as an inner liner for a kitchen waste disposal bag.



# Sales Successes - Americas

**Customer:** Flora Health

**End User:** Salus Haus (Division of  
Flora)

**Country:** Chile

**Film Type:** 90 NE

**Application:** Tea box overwrap

**Notes:**

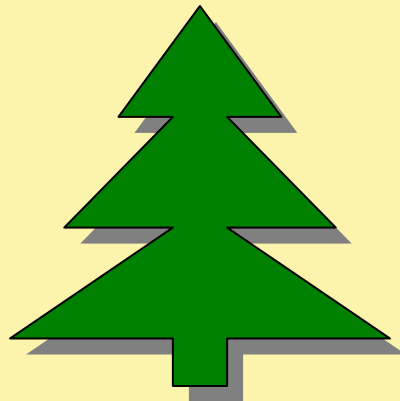
- Flora are actively engaged in the protection of the environment and in providing products made according to ecologically sound methods.





# How will this happen?

- Evaluate package early in development
  - Work with vendor to select the most appropriate package from the most sustainable supplier
  - Leverage costs by consolidating supply
    - Partner with most sustainable vendor





Questions?

