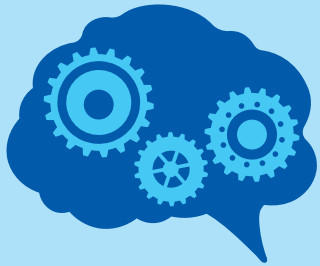




# Tetra Recart: The evolution of sustainable packaging for a modern world

## SUSTAINABLE PACKAGING PROTECTS THE ENVIRONMENT

The need to address environmental impact is a growing area of responsibility for all businesses, particularly in the retail space where consumers increasingly expect it



The link between the manufacturing process of products and the wealth of the planet's resources are closer than ever – smog, acid rain and soil pollution are all by-products of poorly considered products

## INNOVATION

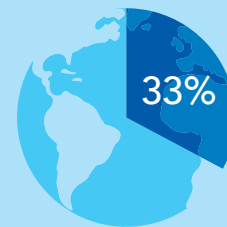
Innovations in packaging – in the areas of **design**, **materials** and **production** – have been driven by the need to address this

## CONSUMER DEMAND FOR SUSTAINABLE PACKAGING IS INCREASING

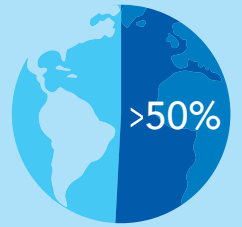


**74%** of consumers around the world agree that it is important that companies take environmentally responsible actions such as using environmentally friendly ingredients or materials

Globally, **33%** consumers around the world increasingly feel guilty when they do something that is not environmentally friendly



Globally, more than **50%** would like to do more for the environment but do not know how



**51%** of consumers buy environmentally friendly products 'to preserve the environment for future generations'

**61%** of consumers in 2015, avoided a particular product or brand for environmental reasons

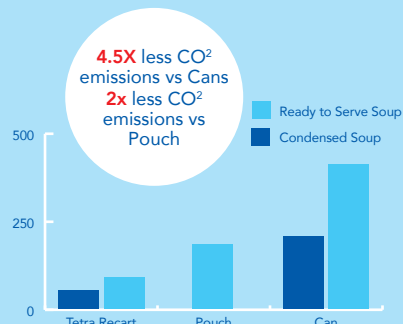
## LIFE CYCLE ASSESSMENT (LCA) EVALUATES TRUE ENVIRONMENTAL IMPACT

LCA is a standardised method to evaluate the global environmental impacts of a product throughout its life cycle (from beginning to end)

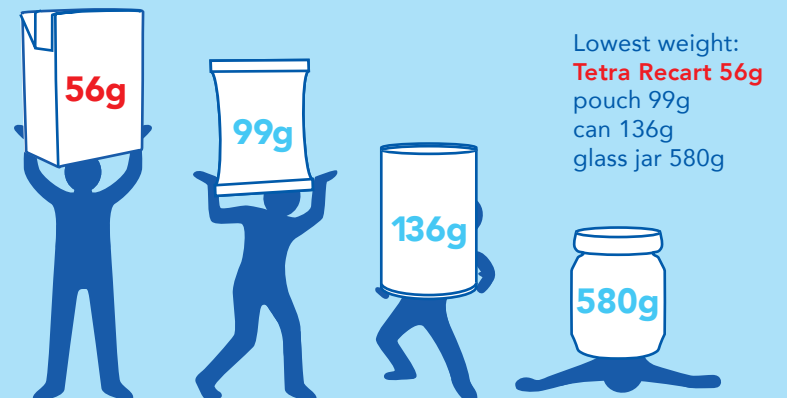


LCA commonly assesses the following environmental impacts:

- Global warming** (carbon footprint)
- Photochemical smog**
- Acidification** (acid rain)
- Eutrophication** (nutrient pollution)



## HOW TETRA RECARC STACKS UP AGAINST THE COMPETITION



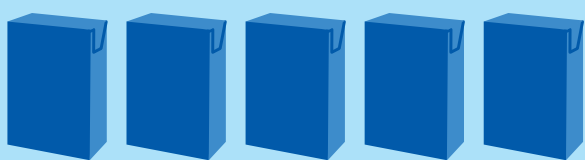
Tetra Recart uses **89%** of the capacity of an average-sized truck, compared with the pouch which uses only 47%



## TETRA RECARC - THE ULTIMATE SUSTAINABLE PACKAGE



Our goal is that by 2020, 40% of all Tetra Pak cartons will be recycled – equivalent to recycling around **100 billion** individual cartons a year



By purchasing five 500ml Tetra Recart soup cartons instead of steel cans, CO2 emissions equal saved could power a 60W light bulb for over **23 hours**



Tetra Recart packages are made using paper exclusively sourced from FSC-certified forests. In 2014 Tetra Pak delivered **43.7 billion** packages with the FSC label

**65%** of the package is made of renewable material



The recycled material from used Tetra Recart packages can be converted into useful new products

Tetra Recart is the **21st** CENTURY alternative for canned food

Tetra Recart appeals to producers, customers and consumers

Most competitive environmental profile with **lowest carbon footprint** according to peer reviewed LCA study



Defining qualities place Tetra Recart at the top:

- Renewable resource
- Recyclable package
- Low package weight
- Efficient transport

