

PACKAGING THE FUTURE: SUSTAINABILITY DESIGNED INTO ALL



- Product's **weight loss**: caps, bottles, "one piece" tube, towels, doypacks... are all studied to reduce the amount of packaging material and avoid waste

- **Renewable** or **recycled** raw materials avoid the need to use precious virgin resources such as trees and petroleum to produce new products

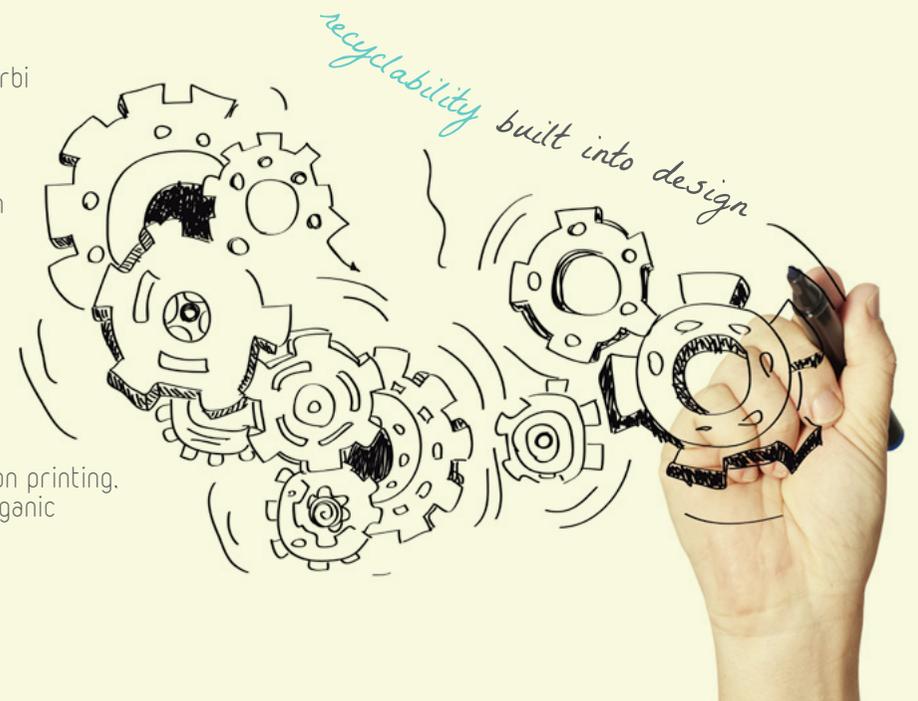
- Products made with **PCR materials** can be recycled, another environmentally responsible action.

- Plastic derived from the renewable source of **corn starch**

- **Compostable** materials: PLA e Materbi in development for future packaging

- Wherever possible in the production of our own collections we use **100 % recycled PET**, 100 % recycled HDPE, 100% recycled cardboard, and paper pulp from 100% post consumer recycled paper

- **Soy-based inks** for paper and carton printing, which are naturally low in volatile organic compounds (VOCs).





IMPORTANCE OF PACKAGING TYPES

Top 2 Box*

Recyclable	75%
Biodegradable	71%
Made of recycled content	67%
Refillable	63%
Minimal	62%
Reusable for other purposes	60%
Compostable	51%

* Top 2 Box based on 5-point scale ranging from "Very Unimportant" (-1) to "Very Important" (+5). Q38: "When purchasing products, how important is it that (their) packaging be...?"
 Base: Significant shoppers inside the World of Sustainability (n=1,591).
 Source: Sustainability Outlook: The Rise of Customer Responsibility. The harman Group, Inc. 2009.



PACKAGING THE FUTURE: SUSTAINABILITY DESIGNED INTO ALL

- Studying the environmental impact of our packaging

LCA (Life Cycle Assessment)

The **LCA** analysis aims to assess the environmental impact arising from different packaging, comparing them with each other.

The study analyzes all phases of the life cycle, from the activities including raw materials, production methodology, styles of packaging and their disposal after use.

The results are expressed in terms of kg of CO₂.

- Reducing **carton dimensions** and shipping costs: we usually standardise the carton size in order to fit as much as possible on to a pallet and we never exceed maximum weight.

We ship full truckloads and consolidated orders when possible and encourage customers to order less frequently to save shipping costs and reduce greenhouse emissions.

- **Smart distribution:** distributors warehouse are strategically located to correlate with customer demand to accommodate efficient local deliveries and minimize delivery to customer.