

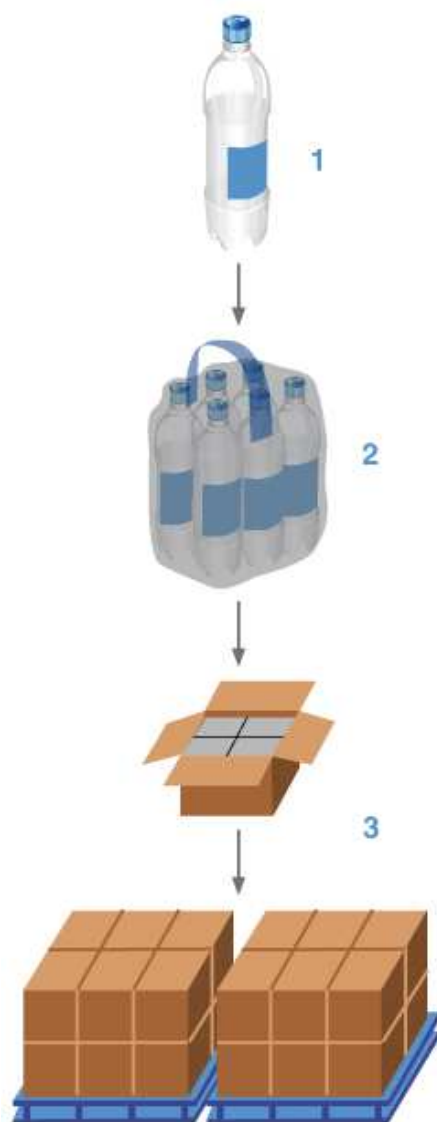


Food and Beverage Packaging

Main Issues



Types of Packaging



1. Primary packaging

Primary packaging is the package that directly covers the product intended for sale to the final customer. This is the packaging that is most visible and therefore contains the most information linked to branding, the use and content of the product, and its disposal.

2. Secondary packaging

Secondary packaging is used to group a certain number of primary sales units together at a point of sale. It can be sold to the final user as a single unit or used to facilitate the movement of the product within the point of sale.

3. Tertiary packaging

Tertiary packaging is the entirety of primary and secondary units that are specifically prepared for movement and transport.

Tertiary packaging is reserved for internal use in distribution chains and, except for special cases, does not arrive at the final customer.



Functionality



CONTAINMENT

PROTECTION AND PRESERVATION

LOGISTICS

INFORMATION

CONVENIENCE



**FUNCTIONS
CARRIED
OUT BY
PACKAGING**

Packaging and Environmental Sustainability

The challenge: to combine packaging functionality with eco-design principles, without forgetting legal requirements





Packaging and Environmental Sustainability

imageen

What is the company's main environmental objective?

- Reducing product wastage?
- Reducing carbon footprint?
- Increasing the proportion of renewable materials that it uses?
- Reducing the amount of packaging it uses?
- Reducing the amount of its packaging that goes to landfill?



Packaging and Environmental Sustainability

- Where materials and energy are sourced from and how they are produced
- Whether the packaging can perform all the functions expected of it
- What is likely to happen to packaging at the end of its life





What to Do to Increase Packaging Environmental Sustainability



- Minimisation
- Re-Use and Recycling
- Composting



- Reducing product losses
- Packaging elimination, lightweightening and downsizing
- Reducing energy use
- Improving transport efficiency



Re-Use and Recycling

- Re-Use
 - ✓ Durability and Weight
 - ✓ Use and Handling
 - ✓ Cleaning and Refurbishment
- Recycling
 - ✓ Single Material and Compatible Polymers
 - ✓ Minimising contamination



Composting

Biodegradable Material: material which eventually breaks down into CO₂, methane and water through the action of naturally occurring micro-organisms

Compostable Material: material which biodegrades and disintegrates under standard test conditions set out in the relevant CEN standard



7 Key Considerations

1. Material Selection
2. Packaging Design
3. Consumer Choice
4. Transport
5. End-of Life
6. Communication along the Value Chain
7. Innovative Business Model

