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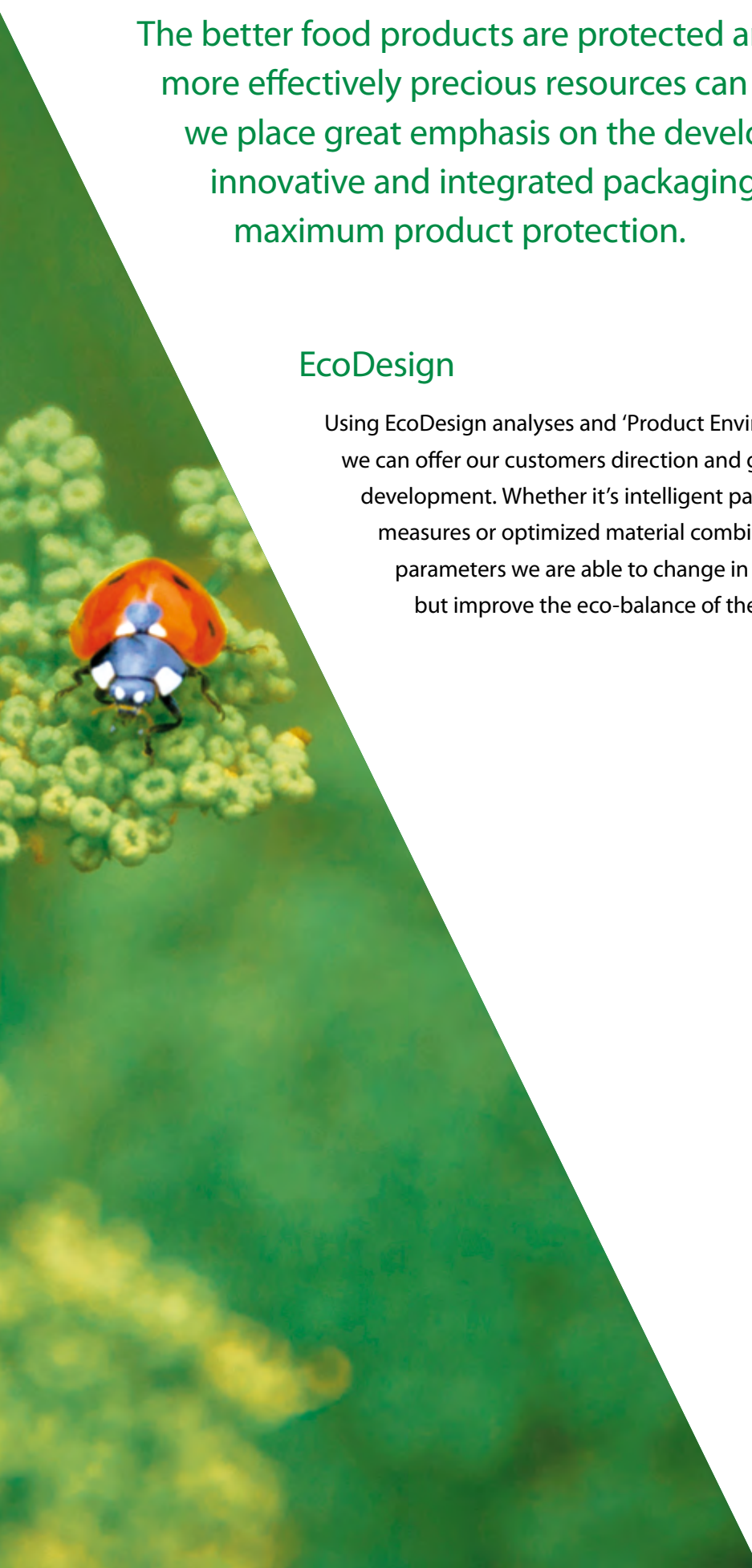
# Sustainable Packaging

# Sustainable Packages

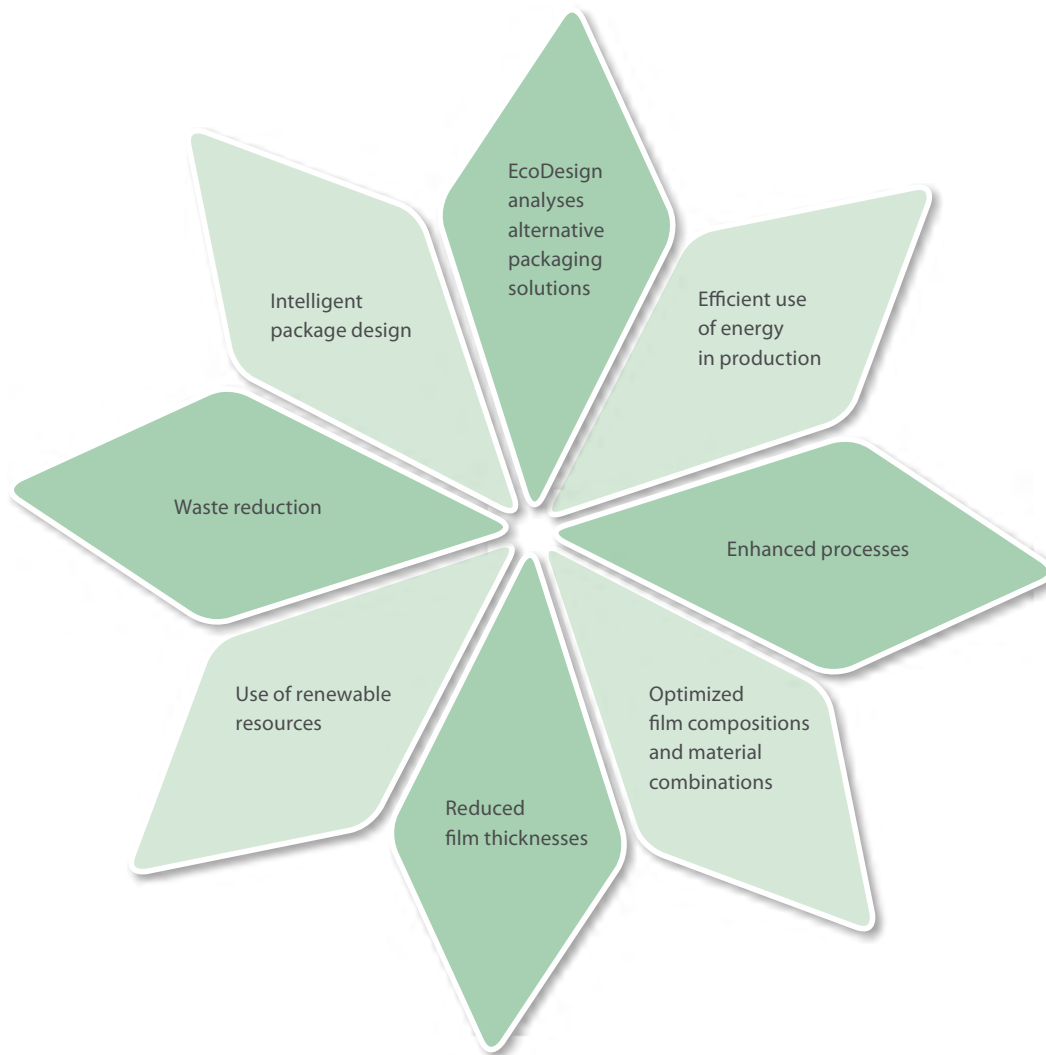
The better food products are protected and kept from spoiling, the more effectively precious resources can be preserved. This is why we place great emphasis on the development of sustainable, innovative and integrated packaging concepts, which ensure maximum product protection.

## EcoDesign

Using EcoDesign analyses and 'Product Environmental Footprint' (PEF) calculations, we can offer our customers direction and guidance with product and package development. Whether it's intelligent package design, increased productivity measures or optimized material combinations, there are a number of parameters we are able to change in order to not only enhance our films, but improve the eco-balance of the packaged products.



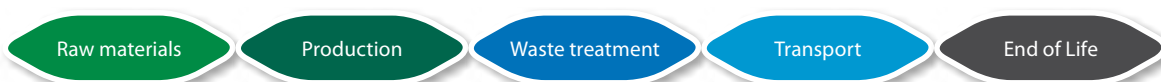
# What is EcoDesign?



## Life Cycle Impact Assessment (LCIA) Assessing the Sustainability of Wipak Products

How sustainable can a package be? Using our own tools, and the support of scientific studies if required, we assess the environmental impact of materials and packaging concepts.

Various sustainability criteria, such as greenhouse effect or energy consumption are considered in this process.





# The Journey Towards Carbon-Neutral Packaging

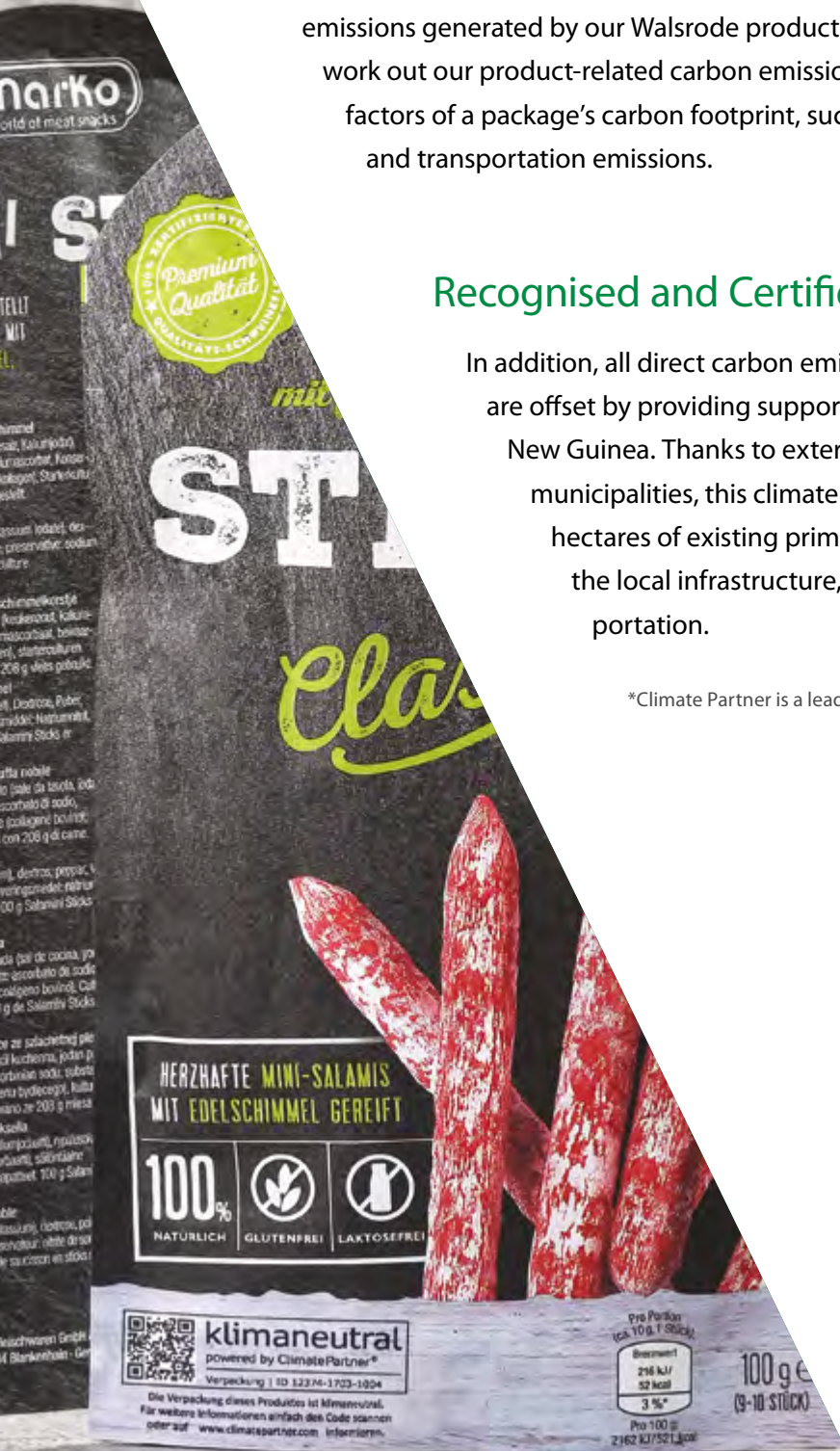
## Corporate Carbon Footprint and Product Carbon Footprint (CCF and PCF)

Working in collaboration with 'Climate Partner'\*, we have been able to determine the carbon emissions generated by our Walsrode production site and develop a carbon calculator to work out our product-related carbon emissions. This calculation includes all relevant factors of a package's carbon footprint, such as raw materials used, energy consumed and transportation emissions.

## Recognised and Certified Climate Protection Projects

In addition, all direct carbon emissions (according to scope 1, GHG protocol) are offset by providing support to a forest preservation project in Papua New Guinea. Thanks to external funding and active participation of local municipalities, this climate protection project preserves about 600,000 hectares of existing primary rainforest. This investment also supports the local infrastructure, including educational institutions and transportation.

\*Climate Partner is a leading provider of business solutions for climate protection.



# How to Offset the Carbon Footprint of Your Package

Based on the data provided by the carbon calculator, Wipak offers its ProDirect customers the opportunity to offset unavoidable emissions directly at order level, therefore achieving a carbon-neutral packaging concept. Certified climate protection projects are available for selection in collaboration with 'Climate Partner'. A label displaying an ID number can be printed on the packaging materials, ensuring utmost transparency. Offset carbon emissions are tracked via the QR code or online via [www.climatepartner.com](http://www.climatepartner.com).



## Benefits for Wipak Customers

- Take responsibility
- Support certified climate protection projects
- Possibility to offset carbon emissions of the package, therefore meeting the growing demand for environmentally friendly packaging (Wipak Walsrode already supports this goal by offsetting its direct emissions)
- Communicating compliance with sustainability targets at product level (using package label)
- ID tracking for enhanced consumer transparency

# Application

## The Target:

### Carbon-Neutral Stand-Up Pouches



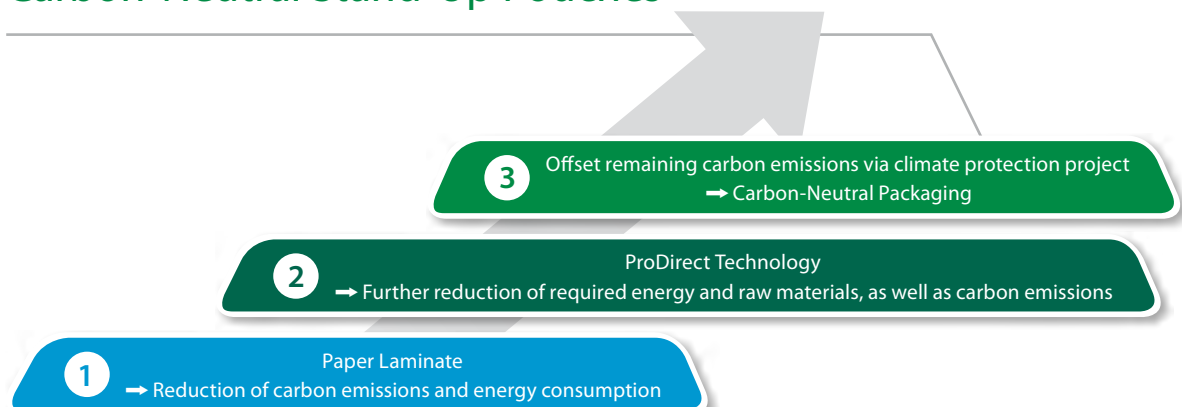
Wipac analysed different packaging concepts for the meat processing company, MarKo. The aim was to compare the environmental impacts throughout the packaging film lifecycle – from raw materials to production and disposal.

## The Result

A new paper laminate was introduced which, when compared to the previously used plastic solution, reduced the greenhouse potential by almost 40 percent. In addition, the laminate solution required approximately one third less energy from fossil fuels. These results have been confirmed by an independent institute. **Conclusion:** The previously used metallized package has been replaced by the sustainable laminate.

2017: In a second step, product-related carbon emissions are further reduced. The paper laminates are inkjet-printed using new ProDirect technology and emissions are reduced again. The remaining carbon emissions are offset by means of a local climate protection project.

## The Journey Towards Carbon-Neutral Stand-Up Pouches





# Impressively Sustainable – Wipak ProDirect



Our innovative ProDirect technology directly helps to reduce production and product-related carbon emissions.

- ▶ Resources preserved due to reduced use of material
- ▶ Solvent-free laminates
- ▶ Water-based inks
- ▶ Minimized stock-keeping
- ▶ Reduced energy consumption
- ▶ Use of renewable resources (FSC®-certified paper grades)

## FSC® Certified Paper Grades

Wipak offers various FSC®-certified paper grades for food packaging applications. All paper grades are verifiably sourced from sustainable forestry. They consist of 100 percent virgin fibres and are therefore free from mineral oils. The Wipak sites in Germany (Walsrode) and in Poland are FSC®-COC certified\*, meaning a closed and certified supply chain is guaranteed.

\*Licence Code FSC® C130525



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The Wipak Group develops and manufactures sophisticated packaging solutions for food products, as well as for medical instruments and devices. As part of the Finnish Wihuri Group, Wipak is a leading European supplier of multilayer films – especially high barrier films. Our extensive range of services delivered by our Innovation Center, combined with application support through training and workshops, ensure that with our products we can provide significant added value to our customers.

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