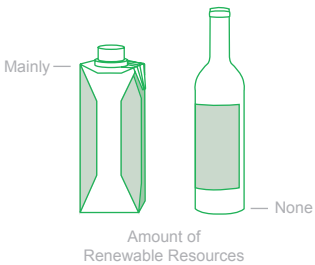


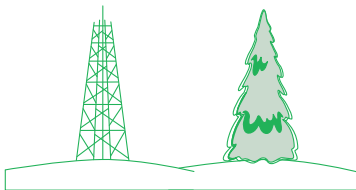
Renewability Matters





RENEWABLE

Tetra Pak cartons are primarily made from paper, a renewable resource that comes from trees.



IMPACT OF NON RENEWABLES

Unlike paper, a renewable resource, fossil fuels are finite resources. Once used these cannot be renewed. Fuel shortages will have consequences for which we will pay a price.



(87:13)



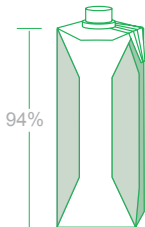
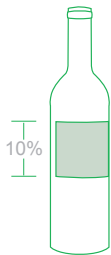
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(60:40)

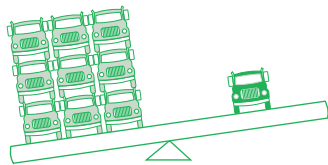
PRODUCT: PACKAGE RATIO

Tetra Pak cartons are lightweight and have a high product to package ratio. Imagine the efficiencies...



LARGER PRINTABLE SURFACE

The large printable surface creates a finished wine carton with wide consumer appeal. Imagine the unique image possibilities and shelf impact potential using our carton package.



FUEL EFFICIENT

Transportation efficiencies are gained prior to and after filling since the carton material is lightweight and space efficient. This translates into 40-50% fewer trucks to deliver the same amount of wine than traditional glass bottles*.

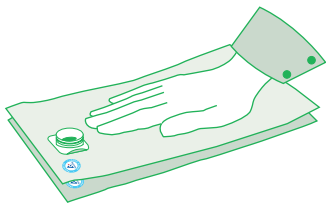
*Comparison based on 1 liter TPA package versus 750 ml bottle.
LCI, Franklin Associates, a division of ERG 2006.



SMALL CARBON FOOTPRINT

Tetra Pak cartons* use 54% less energy,
create 80% less greenhouse gasses,
produce 60% less solid waste volume
and also have 92% less package weight.

*Comparison based on 1 liter TPA package versus 750ml bottle,
LCI, Franklin Associates, a division of ERG 2006.



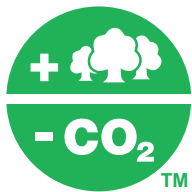
MINIMIZES WASTE

Tetra Pak cartons can be easily folded and flattened for recycling. Think of the benefits...



RECYCLABLE

Worldwide over 22 billion Tetra Pak cartons are recycled annually. In the US alone, 58 million people across 24 states are able to recycle Tetra Pak cartons and that continues to grow.



RENEWABILITY MATTERS

Tetra Pak cartons come from responsibly sourced, well managed forests where new trees are constantly replacing the ones harvested. These forests are growing continuously while removing CO₂ from the atmosphere.

Renewability Matters™

Tetra Pak carton packages are all about the future.
Mainly made from natural resources that grow back.



tetrapakusa.com

PRINTED ON PAPER CONTAINING MINIMUM OF
80% RECYCLED CARTONS