

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.







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 Globally,



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

more than 50%

would like to do more for the environment but do not know how.



environmental reasons.

>50%

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).

ENVIRONMENTAL

INNOVATION

LCA assesses the overall CO₂ impact of a product on the environment. It is an ISO standard methodology which helps companies and consumers make informed decisions.



HOW TETRA RECART STACKS UP AGAINST THE COMPETITION



Tetra Recart uses 89% of the capacity of an average-sized truck, compared with the can which uses only 82%.



*All weight comparisons made in the above infographic are inclusive of both primary and secondary packaging.

TETRA RECART - A SUSTAINABLE SOLUTION

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.

of the package is made

of renewable material.





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

The mark of

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

Tetra Recart packages are made using paper exclusively sourced from FSC[™] certified forests and other controlled sources. In 2014 Tetra Pak delivered 43.7 billion packages with the FSC label.

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

1 Tetra Pak Case from UK - Tetra Recart 390 ml, pouch 300ml, can 400ml, normalised to 1 kg of food. 2 Tetra Pak Case from UK - Tetra Recart 390 ml, pouch 300ml, can 400ml, normalised to 1 kg of food. 3 Assumptions - Knorr® soup in Europe 1*5 4 layers. Can 3*3 10 layers, Tetra Recart 2*8 9 layers, all with density 1.03 kg/l. All data sourced and peer reviewed by Franklin Associates.