

CERTIFIED PACKAGING: THE NEW NORMAL.

As the food and beverage industry strives to decrease environmental impact, one topic that is high on the agenda is the circular economy model. A circular economy, according to the Ellen MacArthur Foundation, is one that is “restorative and regenerative by design” and “based on the principles of designing out waste and pollution, keeping products and materials in use and regenerating natural systems.”

In packaging, circularity starts with using the right raw materials. At Tetra Pak, we use certified materials from renewable sources that, when managed responsibly, can grow back and contribute to mitigate climate change.

Choosing packages made from certified, plant-based, responsibly sourced materials is the starting point for driving a strong sustainability strategy. It not only helps brands reduce their carbon footprint, but also present a 360 compelling story to consumers, one that works across the entire life cycle of a package, and not only its very end.

DISCOVER HOW TETRA PAK SUPPORTS ITS CUSTOMERS WITH CERTIFIED PACKAGING.

FOREST STEWARDSHIP COUNCIL™ (FSC™).

The FSC™ label on a Tetra Pak® package means it is made of paperboard from wood in well-managed forests and other controlled sources. Tetra Pak was the first in the food and beverage packaging industry to introduce this certification in 2007.

All Tetra Pak cartons are made from paperboard from FSC™-certified and other controlled sources. This means our customers are able to display the label in their packages and take action in preserving the world's forests for future generations.

With FSC™ certified packages from Tetra Pak, you can add consumer claims on-pack such as:

THIS CARTON IS MADE FROM PAPERBOARD FROM FSC™-CERTIFIED AND OTHER CONTROLLED SOURCES. BY CHOOSING THIS CARTON, YOU HELP PROTECT THE WORLD'S FORESTS!

THE PAPERBOARD OF THIS PACKAGE IS MADE FROM WOOD THAT COMES FROM WELL-MANAGED FORESTS AND OTHER CONTROLLED SOURCES.

The FSC license code for Tetra Pak is FSC™ C014047



BONSUCRO.

Through our partnership with our long-term supplier Braskem, Tetra Pak became in 2020 the first company in our sector to source plant-based plastic responsibly using the Bonsucro Chain of Custody certification. This means the sugarcane plastic in our packs is fully traceable. This certification promotes sustainable sugarcane production, processing and trade around the world.

This enables our customers to make claims such as:

The plant-based cap and coatings of this carton package support sustainable sugarcane production. www.bonsucro.com



Discover how our certified packaging solutions can upgrade your sustainability strategy.

Get in touch