



**Harness Tetra Pak's
Sustainable Packaging
Power to Drive Your
Business Forward.**

Growing Environmental Consciousness.

The dynamics are simple. Consumers today want to make sustainable choices to help protect the planet's future – and they need their packaging to be one such choice.

Mirroring this trend, regulators are setting stricter packaging targets and demanding that packages contain low plastic and more materials that are recycled, recyclable, recycled and renewable.

In response, retailers have started to lead the way, setting their own sustainability targets and ambitions and meeting consumer demands with their own product ranges and sustainable packaging.

As sustainability changes the face of the food and beverage industry, brands are having to shift their efforts to meet not only the demands of today, but also to prepare for the business of the future and to rethink their approach to packaging.

There is no one-size-fits-all solution. Sustainability is an ever-evolving and complex topic.

At Tetra Pak, sustainability has guided us for decades. Over the years, we've constantly evolved our package offering with sustainability in mind, always making sure that our innovations are scalable and, most importantly, withstand the test of time.



As a sector leader, we see it as our responsibility to help shape the future of the food and beverage industry and to set new standards. Here are just a few examples of the work we have done in this area:

- The first plant-based caps for beverage cartons (2011)
- The world's first, and still only, fully renewable package – Tetra Rex® Plant-Based with plant-based TwistCap™ OSO 34, for chilled products (2015)
- First carton packaging company to launch paper straws in Europe (2019)
- First FSC™ package in our industry (2007), all packages FSC™-certified (2019)
- First in our industry to have our plant-based packages sold in Europe certified for CO₂ emissions by the Carbon Trust (2019)
- All sugarcane plastic used in our packs is Bonsucro-certified (2020)



Here is why Tetra Pak carton packages are a sustainable choice to support your brand:

Made from renewable, plant-based materials

Tetra Pak packages are mostly made of paperboard from wood in continuously growing forests, where new trees replace the ones that are harvested. We are also the only supplier in our industry using plant-based plastic (made from sugarcane) in our package layers and caps.

Example: Tetra Rex® 1000 Base Plant-based with plant-based cap is manufactured exclusively from paperboard and plant-based plastic.

Responsibly sourced, from certified sources

The materials we choose come from independently certified sources, ensuring both environmental and social responsibility. All the paperboard we use to make our packaging is FSC™-certified, which means it comes from responsibly managed forests and other controlled sources. And, as of 2020, all the sugarcane plastic we use in our caps and package layers is Bonsucro-certified, which means it's fully traceable and supports sustainable sugarcane production.

Less plastic

As our packages are mostly paperboard and gain their strength and sturdiness from carton, we only need thin layers of plastic to protect the contents. This means you can reduce the amount of plastic in your packaging – today. A 1-litre Tetra Pak package for milk or juice can reduce plastic use by more than 70% compared to a typical plastic bottle of the same size.*

Example: Tetra Brik® Aseptic 1000 Edge, with plant-based cap only contains 7% fossil plastic.

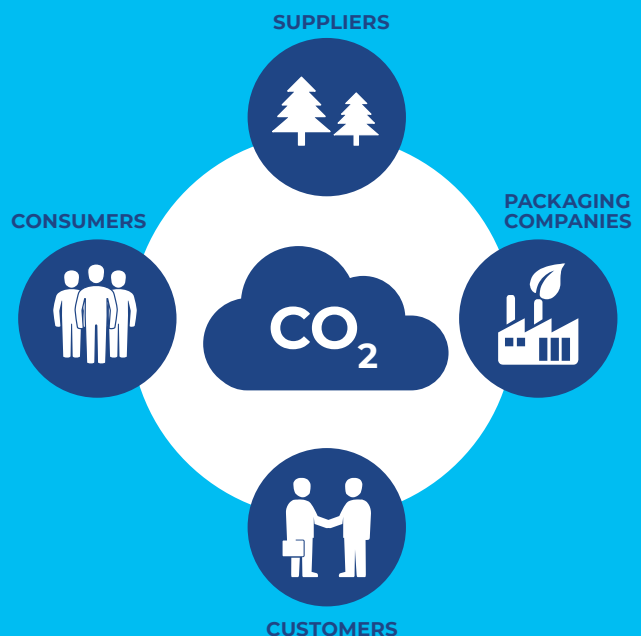
Recyclable

Tetra Pak® packages are made of valuable materials that can be recycled. Once empty, our packages are collected and recycled in one of the more than 150 recycling plants around the world.

Example: Tetra Top® 1000 Base comes with a separable top that helps consumers detach the plastic part from the carton sleeve, allowing each to be placed in separate collection bins for recycling

Low carbon

Plant-based materials are a climate smart choice because they cut our dependence on fossil materials. They not only regrow, but also take up CO₂ from the atmosphere as they do so rather than adding CO₂ to the air. This means they're better for the climate than fossil materials like oil and natural gas which generate new CO₂ during use.





Let Consumers Know About the Sustainability Story of Your Products.

As you add sustainable packaging choices to your portfolio, it's important to share your story with consumers and take them on the journey with you to maximize value. At Tetra Pak, our marketing and sustainability experts can work with you to craft the right claims, messages and angles and deliver an impactful story.

Turn Insights Into Action.

Tetra Pak has the marketing and sustainability expertise you need to convey a powerful story to your consumers. Our sustainable packages help you address your market credibly and stand out in the shelf.

References

* Source for the comparison: in categories such as milk and juice a 1L Tetra Pak carton contains 7-8g of plastic, versus a typical bottle of 25-30g, therefore a 70% decrease.

