

Using the 7 R's to develop more sustainable pet food packaging

Paul Kearns

Exopack, LLC

Director of Sustainability



Exopack

Credits

- Under the leadership of Lee Scott, Walmart began a sustainability campaign with its focus on improving its image.
- Today, sustainability is now a key Walmart strategy



The 7 R's of Sustainable Packaging

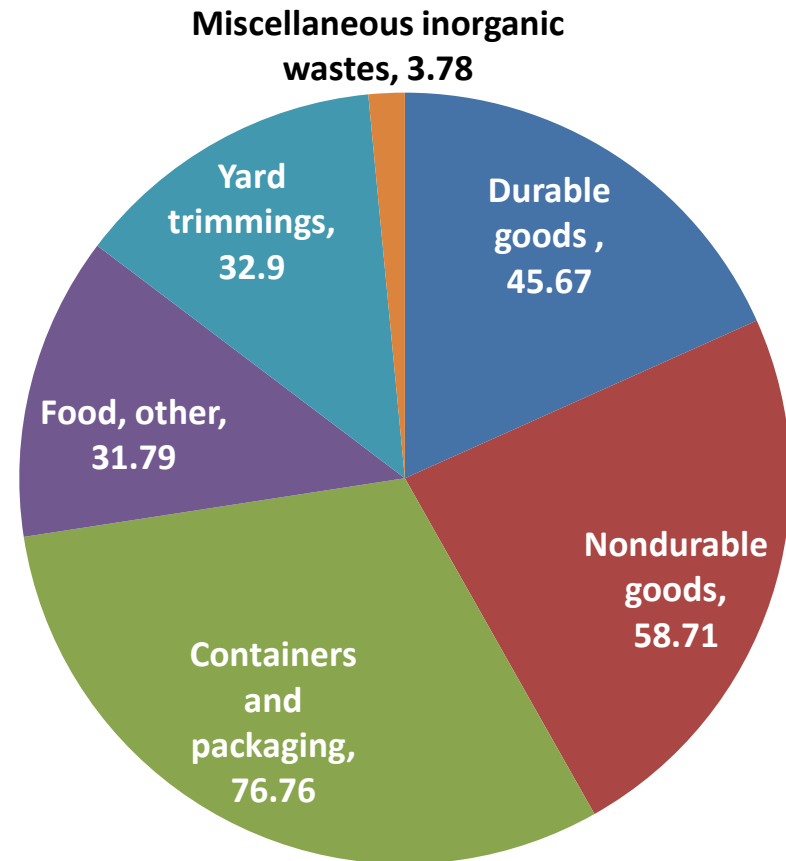
- Remove
- Reduce
- Reuse
- Renew(ables)
- Recycle(ables)
- Revenue
- Read
- Simple ideas
- Prioritized according to EPA Warm model data
- Focus on the supply chain impact
- Emphasize the need to be working for the future

Why Packaging?



There is a lot of it

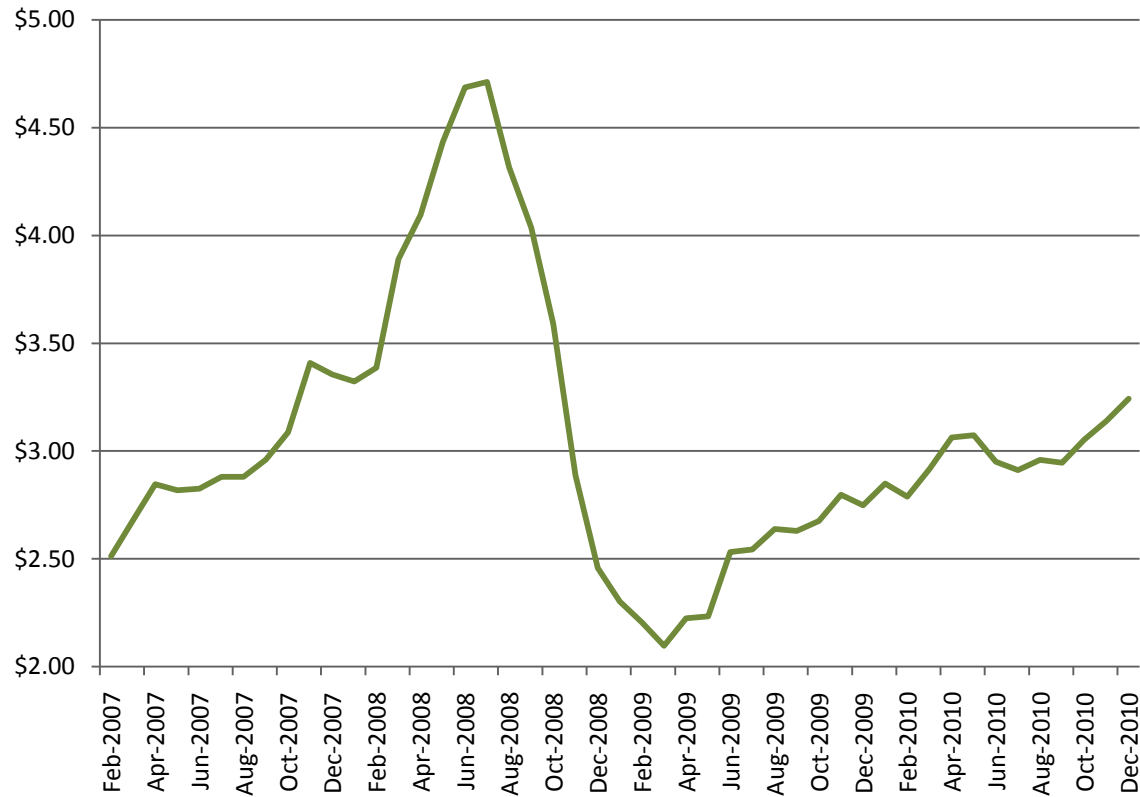
- We generated about 250 million tons of municipal solid waste in 2008
- The largest portion was attributed to Containers & Packaging



Source: Municipal Solid Waste Generation, Recycling, and Disposal in the United States: Facts and Figures for 2008, US Environmental Protection Agency

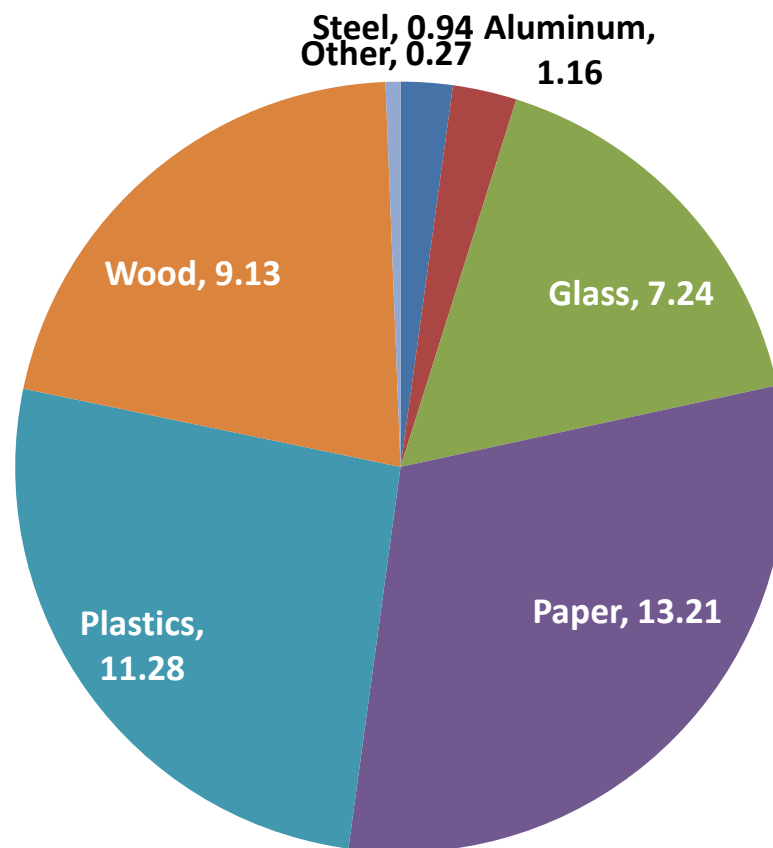
It costs a lot to move it

**U.S. No 2 Diesel Ultra Low Sulfur (0-15 ppm)
Retail Sales by All Sellers (Dollars per Gallon)**

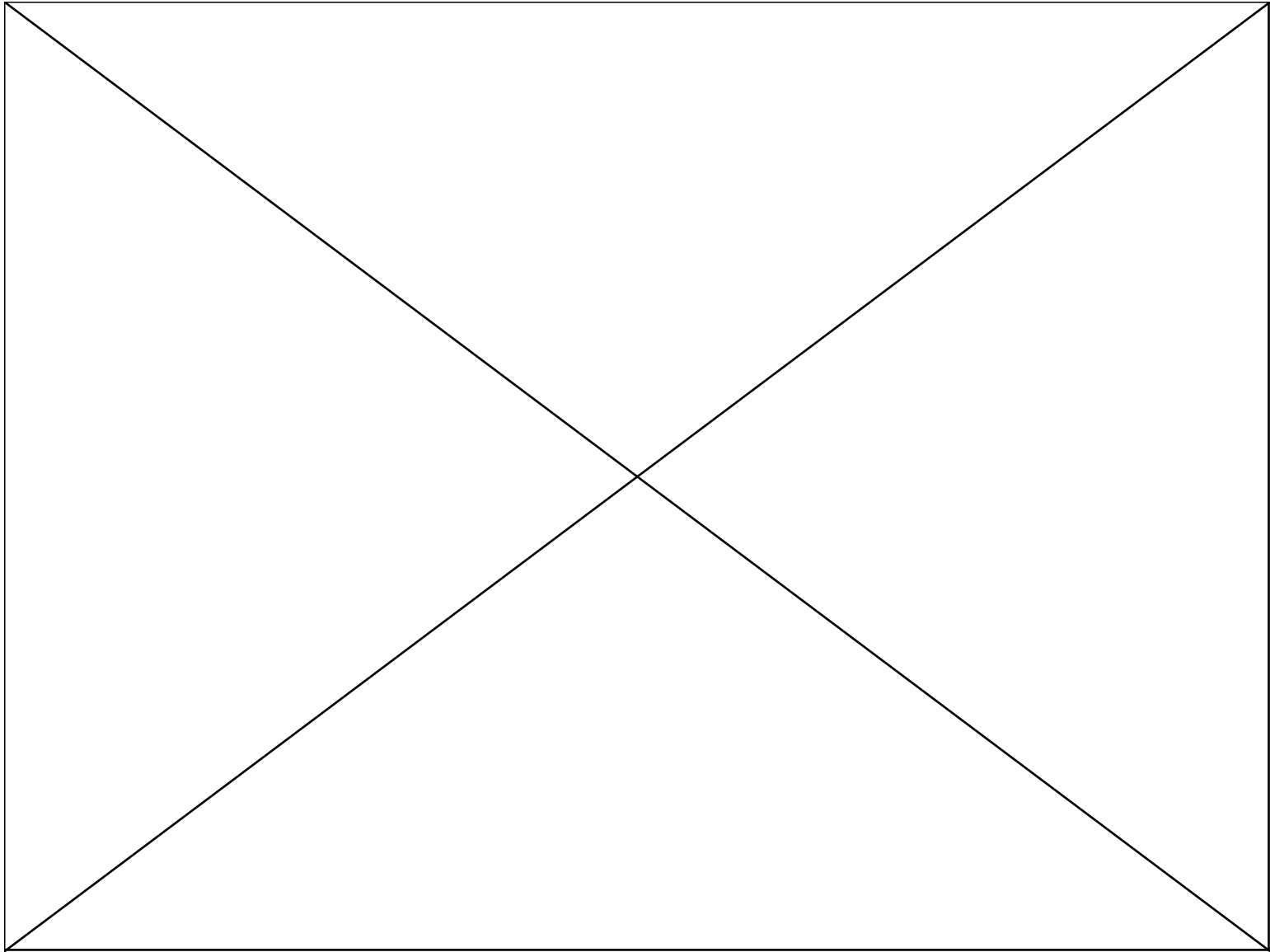


Much of it ends up in landfills

- About 43 million tons of Containers & Packaging end up land-filled each year
- This chart highlights the problems of access to recycling and the economics of recycling
- **Watch** “The Secret Life of Garbage” available on cnbc.com



Source: Municipal Solid Waste Generation, Recycling, and Disposal in the United States: Facts and Figures for 2008, US Environmental Protection Agency



PetfoodForum 2011

PetfoodIndustry

WATT
KNOWLEDGE | SOLUTIONS | SUCCESS

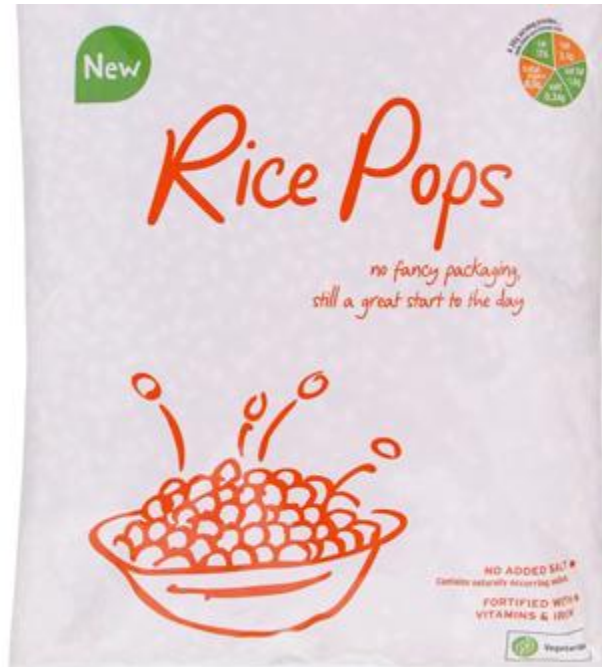
And that is wasted \$\$\$

- It really is a double whammy

There is value in those discards
and
You pay fees to discard it.



Remove



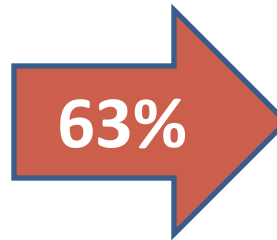
Reduce



Reduce



173.65 g total
156.00 g product
17.65 g packaging



156.44 g total
150.00 g product
6.44 g packaging

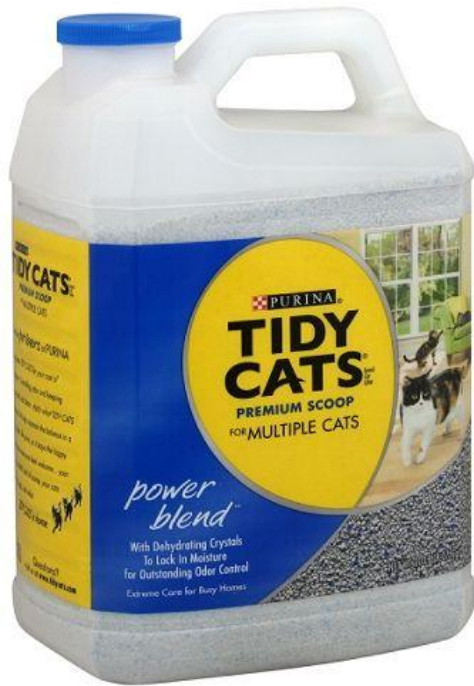
Reuse



Renew(able)



Recycle(able)



Recycle(able)

- Recyclable requires recycling
- Design with the system in mind
- Look for creative alternatives
- Be aware of regulatory requirements
- Baby steps are better than no steps



Revenue

- Price parity
- Reduced weight
- Reduced damage

- Reduced total cost of packaging

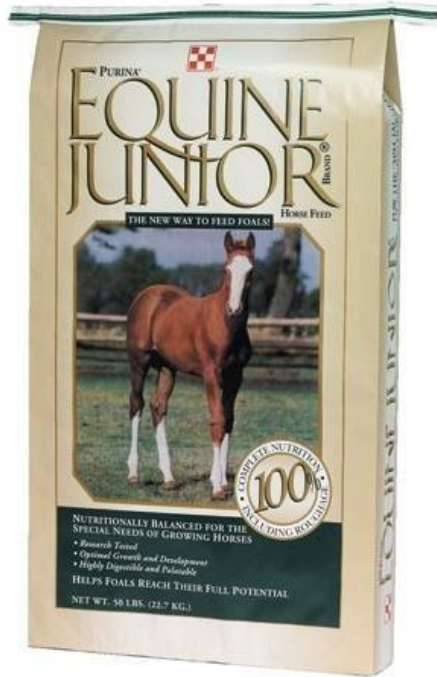


Read



- www.sustainablepackaging.org
- www.packagemodeling.com
- www.ftc.gov/green
- www.greenerpackage.com
- www.exopack.com/blog

Let's Compare



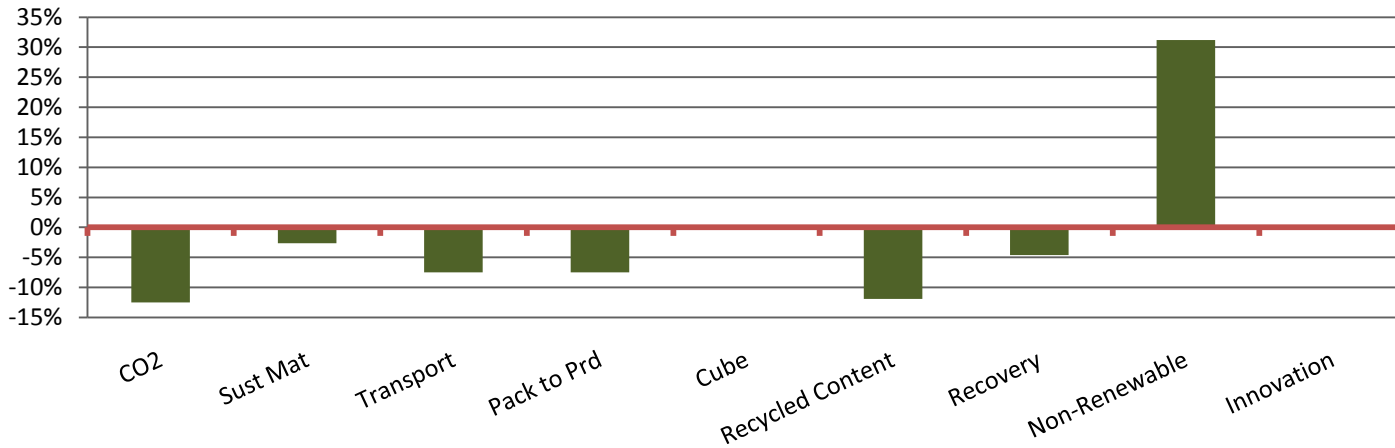
Mostly paper – renewable



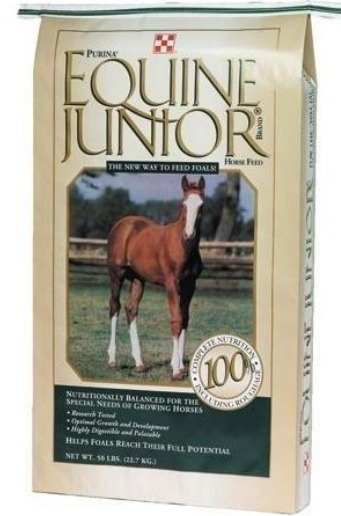
All plastic – reduced

Let's Compare

Percent Reduction in Wal-Mart Scores



In this example, the woven poly bag beats the paper multi-wall bag in most categories evaluated.



Thank You!

Paul Kearns

Exopack, LLC

Director of Sustainability



Exopack

www.exopack.com/sustainability

Tel: (864) 596-7166

Email: Paul.kearns@exopack.com

PetfoodForum 2011

PetfoodIndustry

WATT
KNOWLEDGE SOLUTIONS SUCCESS