

AmPrima™ FROM AMCOR

Recycle ready solutions
with no compromise
on performance



AmPrima™ is a portfolio of more sustainable packaging solutions, designed to be recycled, if clean and dry, through existing store drop-offs or curbside where available. It offers a more sustainable choice for your brands and products with no compromise on performance.

Currently available in a range of PE formats, AmPrima™ employs a variety of technologies including proprietary techniques unavailable elsewhere. This delivers the **stiffness, clarity, graphics performance** and **run speeds** that you demand, matching the performance of current unrecyclable alternatives.



Performance benefits of AmPrima™

- ✓ Film clarity and product visibility
- ✓ Great appearance on shelf
- ✓ Resistant to damage
- ✓ Line efficient
- ✓ Fitments
- ✓ **Recycle ready**
- ✓ **No compromise on performance**



AmPrima™ FROM AMCOR

Recycle ready solutions
with no compromise
on performance



An environmental and performance challenge solved!

Mixed material films perform really well as packaging and on production lines, but they're hard to recycle.

At Amcor, we've spent many years researching how to replace the layers that aren't compatible with the flexible PE recycling stream with something that is – while still delivering on all the line speeds and performance that you demand from your packaging.

AmPrima™ is the result.

We use a range of technologies and innovations, some brand new and exclusive to Amcor, to enable us to deliver everything you currently experience with your unrecyclable packaging.

clarity | stiffness | heat resistance | surface energy | abuse resistance

Our **AmPrima™ PE Plus** range of MDO lamination films deliver high levels of clarity, stiffness, heat resistance, surface energy and abuse resistance, unavailable in any other recycle ready films.

Furthermore, the support package options that sit around any partnership with Amcor ensure that any AmPrima™ purchase brings you a **recycle ready alternative with no compromise on performance.**

Extra features available with AmPrima™

- Compatibilized EVOH layer for oxygen barrier
- Low SIT sealants for reduced dwell times on fitment application
- Blown film annealing for uniformity, flatness, and better printability
- Digital print with PE-based inks and primers, and enhanced print finishes
- Ease of use features
- Enhanced sustainability with PCR or bio-based resin

Environmental benefits of AmPrima™

According to an ASSET™ assessment comparing an AmPrima™ PE Plus film with the OPP incumbent, using the AmPrima™ film results in:

60% reduction in non-renewable energy use

46% reduction in carbon footprint

18% reduction in water consumption

These figures assume 100% recycling of the AmPrima™ PE Plus film, but the good news is that some of these savings, such as around half of the carbon footprint figure, come from the production of AmPrima™, so it's a more sustainable choice before we even get to end-of-life.

Every one million square meters of OPP displaced
by AmPrima™ PE Plus equates to:



turning off
3290 CFL light
bulbs for
1 year



removing
45 cars from
the road for
a year



not taking
1450
10 minute
showers





Amcor Flexibles North America - the team behind AmPrima™

We are North America's trusted packaging partner because we deliver measurably better value and benefits to our customers through our products, services and core capabilities.

Portfolio

Unparalleled breadth and depth of product, market, channel and technical knowledge.

Amcor Flexibles North America can meet the widest array of customer and consumer needs from the most basic commoditized films to new categories of specialized films for high barrier, heat resistant, and recycle ready applications.

We work with customers of all sizes and in all industries, which means we have the broadest portfolio available, supported by the deep market, retail, and technical knowledge of our expert team.

Vertical integration

We know you care about product quality, enhanced performance characteristics, price stability and continuity of supply. Amcor's vertically integrated business model is a key advantage for delivering all of this.

“So Amcor literally does everything for everybody. But are you expert enough to meet my unique needs in my niche market and channel?”

YES!

All this breadth and scale of experience is driven by Amcor's teams of experts in every market.

Whatever the uniqueness of a customer's need, Amcor has the experts to deliver it.

- AmPrima™ recycle ready portfolio
- 30+ plants
- 150+ presses
- 5400 Technical Service visits per year
- 200+ markets
- Experienced with 200+ machine types
- Manage artwork for 120 customers and 12000 SKUs
- 1000+ scientists and engineers globally
- ASSET™ LCA tool certified by the Carbon Trust
- Pledged to make all our packaging recyclable or reusable by 2025
- 8500+ product specs globally
- Neenah Innovation Center
- 270 visits per year to Catalyst™
- 30% cost and 20% time savings with our graphics and pre-press service
- A PACKAGING PARTNER YOU CAN TRUST
- 24/7 Technical Service support
- 200 new specs a year

Research & development

Responsible packaging through innovation.

We apply our deep capabilities in materials science and packaging technologies to solve complex challenges and anticipate future needs in fast-changing markets essential to today's world.

Harnessing the capabilities of Amcor's global innovation resources, we develop new, more responsible packaging solutions to unlock growth and improve consumers' lives.



Catalyst™ collaborative innovation

The journey from concept to reality through collaborative innovation.

Catalyst™ is where marketplace trends, consumer insight and our deep technical knowhow are aligned with our broad product portfolio to meet customer requirements and move their brands forward.

Catalyst™ is more than a process, more than a building and more than a site visit. It's how we bring our customers together with our expert teams to better inform packaging solutions through collaborative innovation.

What does Catalyst™ provide?

- Concept development
- Consumer qualitative research
- Field observation
- Consumer quantitative packaging testing and shelf set testing
- Visual identity and graphics
- Package prototyping
- Technical trials
- Industry knowledge base

ASSET™

Data-driven decision making for more responsible packaging.

There is no "best" packaging type for all applications, so brand and product owners need to be able to evaluate their options.

Amcor's Advanced Sustainability Stewardship Evaluation Tool (ASSET™) is an in-house tool for the comparative assessment of the sustainability performance of different packaging options throughout their entire life cycles. It has been certified by the Carbon Trust.



Graphics and pre-press

Helping brands to stand out.

Our end-to-end brand management and graphics services help you maximize the impact of your packaging solution through the application of design, from concept to commercialization, with total reliability.

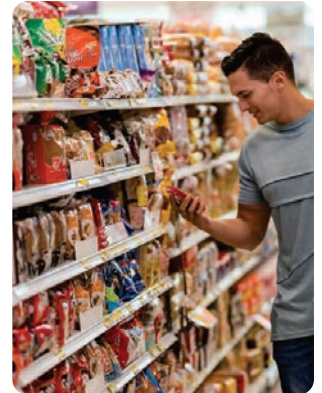
Our goal is simple - to get product to shelf as quickly as possible, with consistent quality and optimum efficiency, eliminating risk at every stage. We align to your timing and coordinate with the supply chain to reduce production lead time, make significant cost savings and provide security of supply.

AmPlify™ finishing technologies

Enhancing performance in the eyes and hands of the consumer.

Our finishing technologies help our customers' brands to perform better, stand out on shelf and create an elevated consumer experience, all while delivering consistent operational performance.

We have been at the forefront of innovative print and film technologies for years, introducing unique applications that enable true differentiation and competitive advantage for our customers.



Technical service

Optimizing the machine and material interface.

Our technical service is available to everyone who buys film from us as part of a customer-supplier partnership. We are the on-site support team for all Amcor customers across North America.

Services provided

- Trials and qualification up to commercialization
- Machine/material interface training for operators
- Routine check-up and optimization
- Product and machine audits
- 24/7 support