Labelling of ISCC certified products

"The Greenest Pure-Pak® ever"

-Claims and challenges with market communication

ISCC 5th Global Sustainability Conference
Brussels, 4th February 2015

Marianne Groven
Elopak is an international supplier of paper based packaging solutions for liquid food

- **Coating and converting** of raw paperboard at our own plants producing 13 billion cartons annually
- Continuously improving our portfolio of consumer friendly **caps and closures** for convenience and food safety
- Committed to **packaging development** and innovation of **primary and secondary packaging** solutions with focus on environment and consumer benefits
- Constructing and providing flexible and high capacity **filling machines** for fresh, ESL and aseptic liquid food products
### Elopak Worldwide

<table>
<thead>
<tr>
<th>Ownership</th>
<th>Private by FERD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carton sales per year</td>
<td>12.8 bn</td>
</tr>
<tr>
<td>Number of employees</td>
<td>2.800+</td>
</tr>
<tr>
<td>Number of manufacturing units</td>
<td>13</td>
</tr>
<tr>
<td>Sales to</td>
<td>80+ markets</td>
</tr>
<tr>
<td>Pure-Pak® Associates</td>
<td>3</td>
</tr>
</tbody>
</table>

*All figures including 100% of non-consolidated joint ventures*
We offer a wide range of board materials to apply to various barrier requirements

Elopak offers a wide portfolio of carton materials, board weights, strengths and coatings

**PE**
For fresh products with short shelf life in chilled distribution.

- Polyethylene
- Paperboard
- Polyethylene

**EVOH**
For extended shelf life and long shelf life in chilled distribution.

- Polyethylene
- Paperboard
- EVOH Barrier
- Tie Layer
- Polyethylene

**ALU**
For aseptic and hot filled products with long shelf life in ambient distribution.

- Polyethylene
- Paperboard
- Tie Layer
- Aluminium Barrier
- Tie Layer
- Polyethylene
Renewable raw materials are important in Elopak’s sustainability strategy

We want to reduce the burden on our planet’s scarce resources

• We are committed to sourcing all paperboard from legal and acceptable sources and we will contribute to fight illegal logging and the depletion of the world’s forests
• Elopak wants to replace all non-renewable materials in our packs with renewable alternatives

A renewable resource is a natural resource which can replenish with the passage of time, either through biological reproduction or other naturally recurring processes.
Elopak launches beverage cartons featuring renewable polyethylene

Published on: 03.12.2014

Elopak has announced today the launch of beverage cartons featuring certified renewable polyethylene (PE). A wide range of Elopak cartons featuring renewable PE will be commercially available in the coming months, making Elopak the first company to offer beverage cartons with renewable coating to the European market. As an industry first, Elopak uses second generation renewable PE, made of European-sourced biomass not in competition with food supply.

Elopak aims to replace all fossil-based raw materials with renewable alternatives as part of its ambitious Future Proofed Packaging Strategy. “This is a key milestone in Elopak’s efforts to reduce the environmental footprint of our products. We have a vision to deliver products with zero net impact on the environment, and this is an important step towards that goal”, says Elopak’s CEO Niels Petter Wright.

With this move, Elopak is working in partnership with key customers wanting to boost their sustainability initiatives.
Making claims and adding logos on a beverage carton

• The carton has limited space for logos and claims
• The carton already has several logos on it
  • FSC label
  • Eco-branding
  • Recycling labels
• The main focus is the content of the carton
• Any messages on the carton must be short, add value and be easy to understand by consumers
Which laws and regulations govern “green” claims?

Laws and Directives:

• National advertising, sales promotion and direct marketing laws

Guidance:

• The International Standard on Self-declared Environmental Claims (ISO 14021)
• The European Commission Guidance for Making and Assessing Environmental Claims
• Defra Green Claims Guidance
How to claim in a mass balance system

• “Represent”, not “is”
• “Featuring”, not referring to physical content
• “Contributing to”...
• “Equivalent amount is sourced”...

“If you want to claim that a Pure-Pak® carton with green cap and layer is doing something for the environment, you must make sure that an equivalent amount of bio-plastic is produced from sustainable and renewable raw materials”

-Jan Henke, ISCC

“Clear claims must be used. They must reference the mass balance approach and never the physical content, unless this is clearly detectable”

-Jan Henke, ISCC
Elopak’s recommendations

Reduced CO\textsubscript{2} emissions
Reduce CO\textsubscript{2} emissions by 20%, compared to our traditional cartons

By buying this carton, you contribute to …

Regionally sourced
Increase the use of regionally sourced, renewable raw materials

Renewable raw materials
Reduce the use of fossil resources and increase the use of sustainable and renewable bio-based plastics (not in competition with food supply)

And it is 100% recyclable, as always!
What our customers want to print on the carton

<table>
<thead>
<tr>
<th>Customer suggestion</th>
<th>Elopak suggestion</th>
<th>ISCC suggestion</th>
</tr>
</thead>
</table>
| “With this carton you will contribute to a better environment:  
• FSC certified paper  
• Bio-plastics  
• 100% recyclable” | This carton contributes to:  
• Use of responsibly sourced paperboard  
• **Sourcing of sustainable bio-based plastic**  
• 20% reduction of CO₂e compared to our traditional carton  
• 100% recyclable | This carton contributes to:  
• Use of responsibly sourced paperboard  
• **Sourcing of an equivalent amount of sustainable bio-based raw material for plastic coatings/caps**  
• 20% reduction of CO₂e compared to our traditional carton  
• 100% recyclable | Read more at [www.xx.com](http://www.xx.com)  

Read more at [www.xx.com](http://www.xx.com)
Clear guidance from ISCC is needed

• Currently this is unclear and not easy to explain to customers
  • Does not add a value
  • Cannot be explained easily to consumers (cannot relate to “mass balance”)
  • Need *simple, short, valuable* and *easy to understand* messages
• Should all claims be “approved”? 
• Who takes the risk? 
  • Laws and guidance is unclear and can be interpreted differently
  • ISO guidelines are not governing
• Mass balance claims are weaker than claims made by physically segregated products
  • Even though the benefit for the environment is the same
  • Is this a losing battle?
Thank you for your attention!

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Together we make packaging work