

**IT IS GOOD TO HAVE A GOOD CARBON FOOTPRINT —
BUT IT IS NOT ENOUGH
FOR A SUSTAINABLE PACKAGING**

HOLISTIC SUSTAINABLE PACKAGING – VOLUME I

by

Brigl & Bergmeister GmbH

Niklasdorf, Austria, 16.02.2015

**THIS IS A DECLARATION
OF OUR POSITION
WITHOUT SECRET-MONGERING**

SIMPLY OPEN & HONESTLY

YES, WE HAVE

WE AT B&B HAVE A PERFECT CARBON FOOTPRINT.

BUT IT IS NOT ABOUT THE CFP AT ALL.

INDEED WE HAVE A GOOD ONE
AND JUST THE HALF OF OUR ANTIPODE (ANTAGONIST)

NIKLASDORF **1,34** KG (CO₂-EQ EMISSIONS)

VEVČE **1,51** KG (CO₂-EQ EMISSIONS)

AS COMPARED TO OPP WITH 3,05 KG (CO₂-EQ EMISSIONS)

IT IS NOT ALL ABOUT REDUCTION OF CO₂

LOWER YOUR TOTAL ENVIRONMENTAL IMPACT

INGREDIENTS OF SUSTAINABLE PACKAGING

- **REDUCING** PACKAGING AND **MAXIMIZING** THE USE OF RENEWABLE OR REUSABLE MATERIALS
- **USING MATERIALS WHICH REDUCE NEGATIVE END-OF-LIFE**
- **USING MATERIALS WHICH ARE FROM CERTIFIED, RESPONSIBLY MANAGED FORESTS**
- **DEMONSTRATING COMPLIANCE** WITH REGULATIONS REGARDING HAZARDOUS CHEMICALS AND LEGISLATION SUCH AS THE MODEL TOXICS IN PACKAGING LEGISLATION OF THE TOXICS IN PACKAGING CLEARINGHOUSE (TPCH), FORMERLY KNOWN AS CONEG, AND THE EUROPEAN DIRECTIVE 94/62/EC, PACKAGING AND PACKAGING WASTE
- **OPTIMIZING** MATERIAL USAGE INCLUDING PRODUCT-TO-PACKAGE RATIOS
- **MEETING CRITERIA FOR PERFORMANCE AND COST** (E.G., MINIMIZE PRODUCT DAMAGE DURING TRANSIT)
- **REDUCE** THE FLOW OF SOLID WASTE TO **LANDFILL**
- **REDUCE** THE **COSTS** ASSOCIATED WITH PACKAGING (I.E., LOGISTICS, STORAGE, DISPOSAL, ETC.)
- **REDUCE** CO₂ **EMISSIONS**

THE WORLD IS NOT PERFECT — FACE THE REALITY & COMMIT YOURSELF

ONCE THEY HAVE TOLD US :

„NUCLEAR POWER STATIONS ARE SAFE“

...YES WE KNOW BETTER NOW, AFTER CHERNOBYL AND HARRISBURG

NOW THEY TELL US:

A GOOD CARBON FOOTPRINT MAKES A PACKAGING SUSTAINABLE

...REALLY? DOES IT? AHA! HOW COME?

REALITY IS SOMETHING ELSE — FACE IT

SEVERAL **OPTIMUM** CALCULATIONS

DOZENS OF IDEAL SCENARIOS

BUT ONLY **ONE REALITY**

CAUGHT IN THE ACT - THE HOLY TALE ABOUT CARBON FOOTPRINT

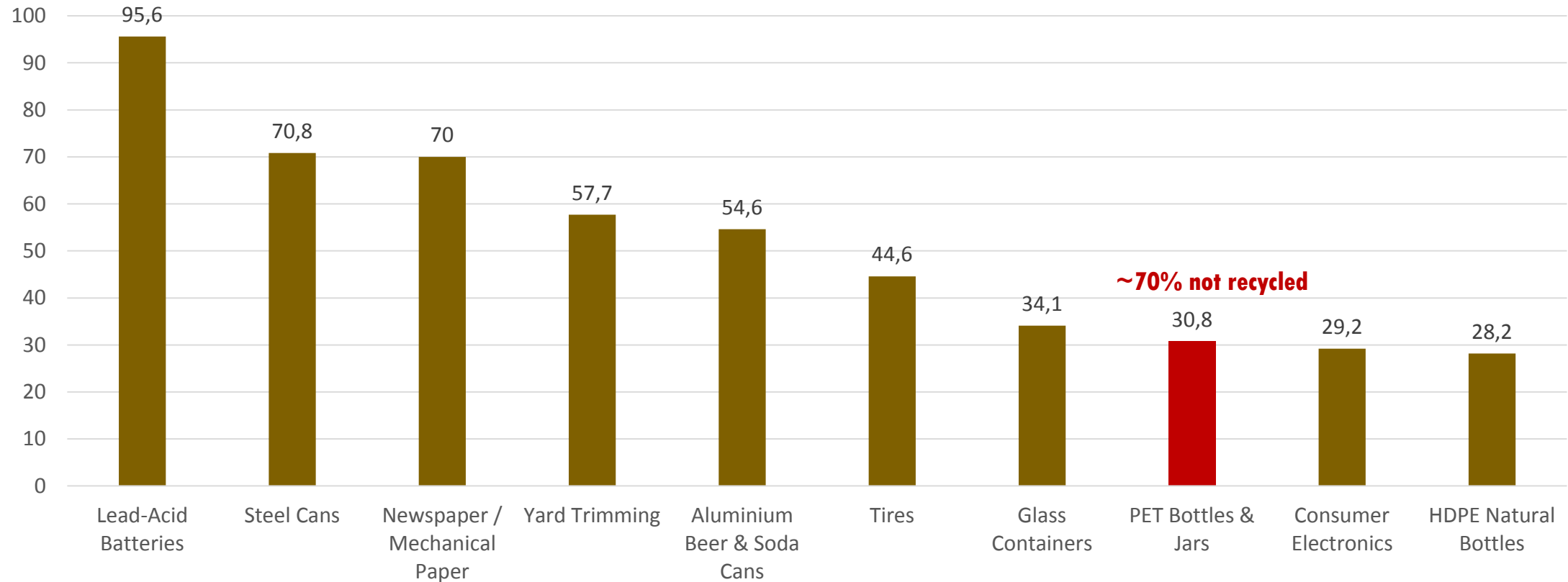
THE FAIRY TALE

„PET BOTTLES ARE BEING RECYCLED
AND SO OPP IS BEING RECYCLED TOO“

LET US CATCH A GLIMPSE TO MUNICIPAL WASTE IN THE U.S.

(2012 EPA – UNITED STATES ENVIRONMENTAL PROTECTION AGENCY)

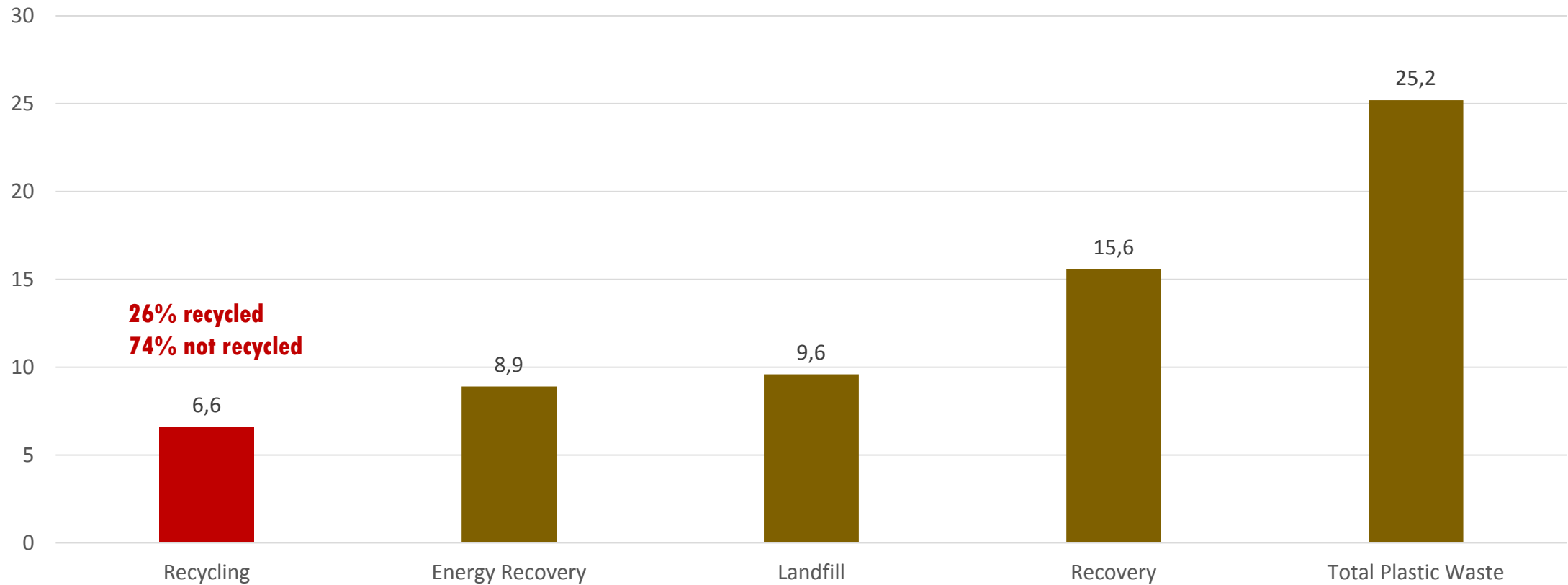
RECYCLING RATES OF SELECTED PRODUCTS IN %



LET US CATCH A GLIMPSE TO MUNICIPAL PLASTIC WASTE IN THE E.U.

(2012 PLASTICEUROPE AND STATISTA)

PLASTIC WASTE FIGURES IN MILLION TONS



PLASTIC IS PHANTASTIC WHEN IT COMES TO BIODEGRADATION YOU NEED A LOT OF PHANTASY

500 YEARS
for decomposition
of a film label



2 MONTHS
for decomposition of
NiklaPET Web 55



**„TOP OVERALL PERFORMANCE WITHIN THE INDUSTRY,
EXEMPLARY FOR OTHER MILLS.“**

ENVIRONMENTAL MANAGEMENT	MILL PERFORMANCE¹	EVALUATION²
EMISSIONS OF FOSSIL CO2 (KG/TON OF PRODUCT)	9-80	EXCELLENT
WASTE TO LANDFILL (KG/TON OF PRODUCT)	0,601-6	EXCELLENT
WATER POLLUTION FROM BLEACHING (AOX KG/TON OF PRODUCT)	0,001-0,024	EXCELLENT
ORGANIC WATER POLLUTION (COD KG/TON OF PRODUCT)	0,201-2	EXCELLENT
% OF PULP MANUFACTURED IN EMS-CERTIFIED MILLS	75-94	GOOD
PAPER MANUFACTURED IN EMS-CERTIFIED MILLS	CERTIFIED	CERTIFIED
TOTAL		EXCELLENT

¹ EXTRACT FROM THE „RESPONSIBLE SOURCING QUESTIONNAIRE“

² ACCORDING TO „NESTLÉ RESPONSIBLE SOURCING GUIDELINES“

**„THE OVERALL PERFORMANCE IS BETTER THAN AVERAGE;
WITH LITTLE IMPROVEMENTS TOP LEVEL COULD BE ACHIEVED.“**

ENVIRONMENTAL MANAGEMENT	MILL PERFORMANCE¹	EVALUATION²
EMISSIONS OF FOSSIL CO2 (KG/TON OF PRODUCT)	321-400	BETTER THAN AVERAGE
WASTE TO LANDFILL (KG/TON OF PRODUCT)	0,601-6	EXCELLENT
WATER POLLUTION FROM BLEACHING (AOX KG/TON OF PRODUCT)	0,001-0,024	EXCELLENT
ORGANIC WATER POLLUTION (COD KG/TON OF PRODUCT)	0,201-2	EXCELLENT
% OF PULP MANUFACTURED IN EMS-CERTIFIED MILLS	75-94	GOOD
PAPER MANUFACTURED IN EMS-CERTIFIED MILLS	CERTIFIED	CERTIFIED
TOTAL		BETTER THAN AVERAGE

¹ EXTRACT FROM THE „RESPONSIBLE SOURCING QUESTIONNAIRE“

² ACCORDING TO „NESTLÉ RESPONSIBLE SOURCING GUIDELINES“

CONSUMER MATURITY AND THE RISK OF „BUYCOTT“

BEING REALLY SUSTAINABLE TAKES MORE THAN WEIGHT REDUCTION

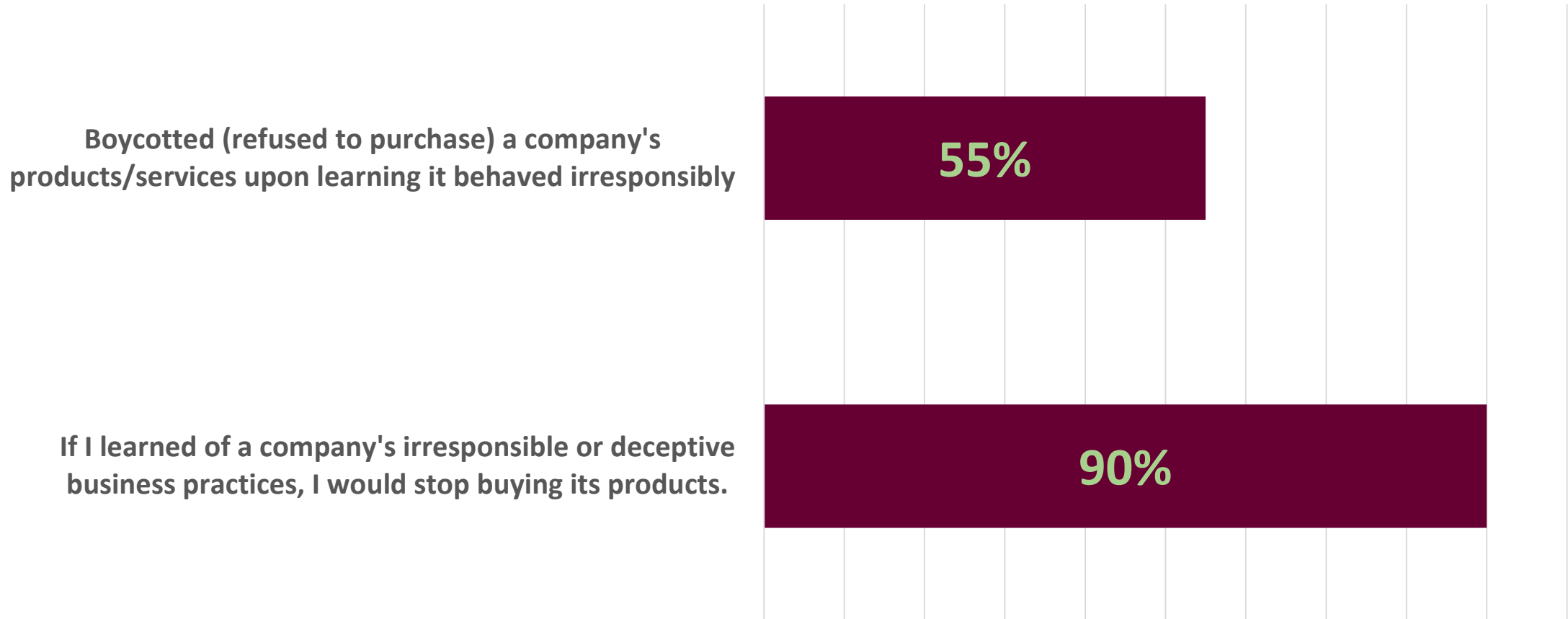
CONSPIRE WITH YOUR CUSTOMERS

PEOPLE WANT TO BUY PRODUCTS AND SERVICES WITH A **POSITIVE ENVIRONMENTAL AND SOCIAL IMPACT**, WITH SUSTAINABLE PACKAGING FEATURING AMONG THEIR TOP CONCERNS.

WASTE FEATURES AS ONE OF THE TOP CONCERNS FOR COMPANIES TO TACKLE, AND **CONSUMERS ARE PREPARED TO BOYCOTT BRANDS** THAT THEY CONSIDER TO BE **ACTING IRRESPONSIBLY.**

READY TO SWITCH OR BUYCOTT

(SOURCE: CONE COMMUNICATIONS/ECHO GLOBAL CSR STUDY, 2013)



**WE GIVE GOOD REASONS —
USAGE OF B&B LABEL PAPERS WILL
SUPPORT YOUR AIMS**

FOR A BETTER AND HOLISTIC SUSTAINABILITY

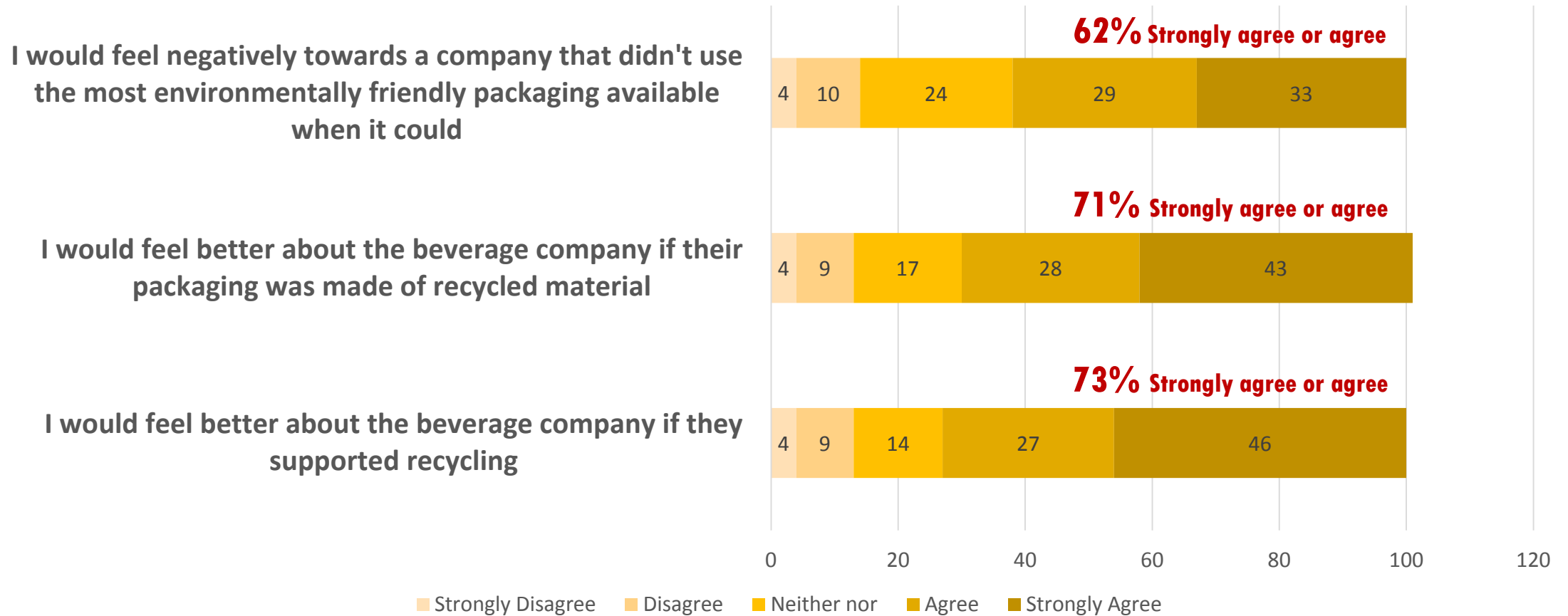
EFFECT ON BRAND PREFERENCE

PEOPLE REACT POSITIVELY TOWARDS COMPANIES THAT USE SUSTAINABLE PACKAGING AND WOULD CONSIDER **SWITCHING** TO A COMPARABLE BRAND THAT OFFERED A MORE SUSTAINABLE OPTION.

THEY WANT COMPANIES TO ADDRESS SUSTAINABILITY **THROUGH**
THE MATERIALS THEY USE AND THE
PRODUCTS THEY OFFER.

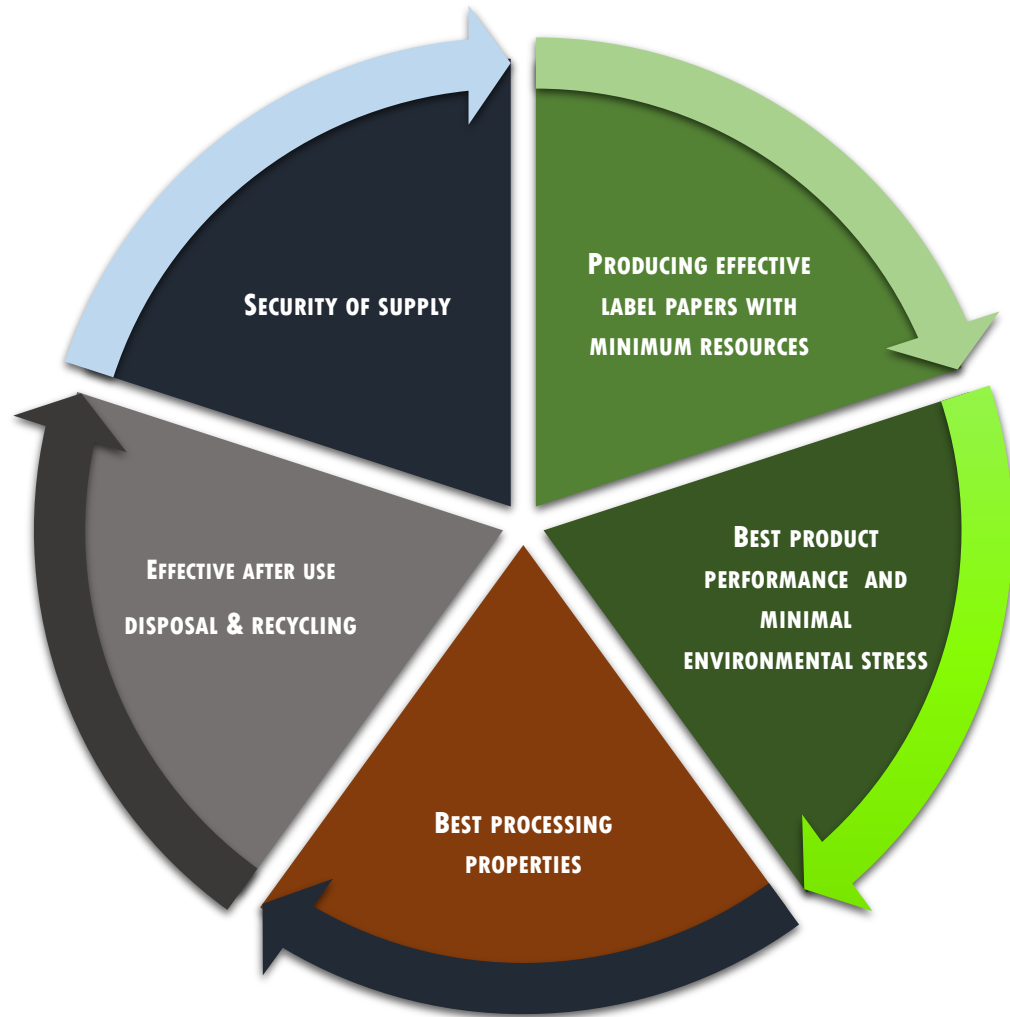
TRUE SUSTAINABILITY & BRAND PREFERENCE

(SOURCE: MADANO, 2014 – BASE 3031)



**IT NEEDS MORE
2B WELL-ROUNDED & SMART**

MADE 2B WELL-ROUNDED & SMART



- **EFFECTIVE** PRODUCTION OF LABEL PAPERS WITH MINIMUM RESOURCES
- **BEST** PRODUCT PERFORMANCE AND MINIMAL ENVIRONMENTAL STRESS
- **BEST** PROCESSING PROPERTIES
- EFFECTIVE **AFTER USE | DISPOSAL** AND RECYCLING
- **SECURITY** OF SUPPLY

A WELL-ROUNDED SPARRING PARTNER

...SUSTAINABLE PACKAGING NEEDS A HOLISTIC APPROACH ALONG THE ENTIRE PACKAGING VALUE CHAIN TO GAIN POSITIVE VALUES AND MAKE A DIFFERENCE .

WE ARE MADE2B YOUR WELL-ROUNDED PARTNER

**WE ARE MADE2B NATURALLY
SUSTAINABLE. WE ARE**

