



Recycled & Recyclable Packaging



Eco-Plastic Packaging

- made from **100% recycled plastic**
- **packaging is recyclable**
- **85% reduction in energy use** from use of recycled plastic vs. making virgin plastic

Promoting Recycling vs. Downcycling

The number 1 package clamshells are made from 100% post-consumer recycled content (PET plastic*) and manufactured using clean production technologies.



100% recycled PET plastic content

The recycled packaging is designed to be fed back into the recycling loop vs. a downcycling loop. Most “recycled” plastics are actually downcycled, which means they can only be used to create products of lesser quality.

The manufacturer, Packaging 2.0, strives to use renewable energy for processing their plastic and plans to increase renewable energy use as they grow.

*PET plastic, labeled #1 on the bottom, is polyethylene terephthalate, a plastic resin and a form of polyester. Most plastic beverage bottles are made from PET.

Consumers Want Eco-Packaging

While consumers make purchasing decisions based on what’s inside the packaging, they are becoming increasingly aware of and mindful of the packaging they use. This recent survey shows the relative importance of packaging attributes:

Recyclable	75%	Minimal	62%
Biodegradable	71%	Reusable for other purposes	60%
Made of recycled content	67%	Compostable	51%
Refillable	63%		

Question: “When purchasing product, how important is it that your packaging be...?”
 Based on 5-point scale with “Very Unimportant” = 1; Very Important = 5
 Sample: 1591 persons in “World of Sustainability”
 Source: Sustainability Outlook: The Rise of Consumer Responsibility, The Hartman Group, Inc., 2009

Fast Facts

- 2.5 million – Number of plastic bottles Americans throw away every hour
- 7% – Total US oil consumption used for making new plastic
- 50% – Amount of plastics used for packaging
- 16.3 barrels – Oil saved by recycling 1 ton of plastic packaging
- 15% – Plastics volume in municipal waste
- 30 cubic yards – Landfill space saved by recycling 1 ton of plastic packaging
- 4.6 billion – Pounds of PET bottles available for recycling
- 22% – PET recycling rate in the USA

	Recycled PET Plastic	New Virgin Plastic
Energy	11 million BTUs per ton	70 million BTUs per ton
Greenhouse Gas Generation	0.2 tons	4 tons
Air Emissions	0.02 tons	3 tons
Water Discharge	0.5 lbs per ton	10 lbs per ton
Solid Waste Generation	100 lbs per ton	200 lbs per ton