



# Premium and Sustainable

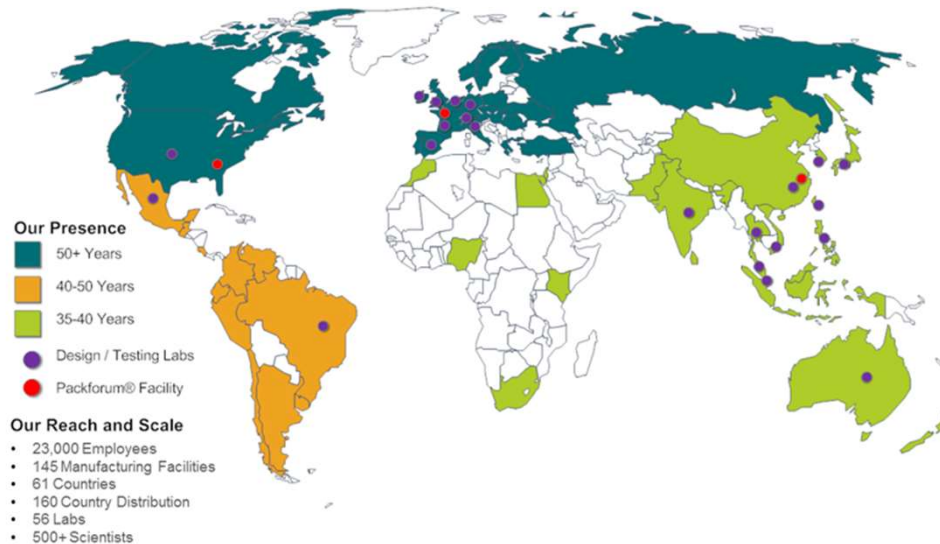
## The challenge for 2019 Cheese Packaging

- Neil Andrews, Business Development Leader, Food Care

# Who are Sealed Air?



- **CRYOVAC®** - shrink wrap technology - extending shelf life since 1938
- Bubble Wrap® - protecting products since 1957
- Global network
- >\$4.7bn sales
- 15,500 emps
- 123 countries



**CRYOVAC®**



# Sustainable Packaging: Agenda

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- ▶ External challenges
- ▶ Sustainability Pledges: Sealed Air and Retailers
- ▶ Considerations on premiumness and recyclability
- ▶ Sustainable packaging alternatives



# External Challenges

# 2018 Sealed Air white paper

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## Retail Shrink and Food waste

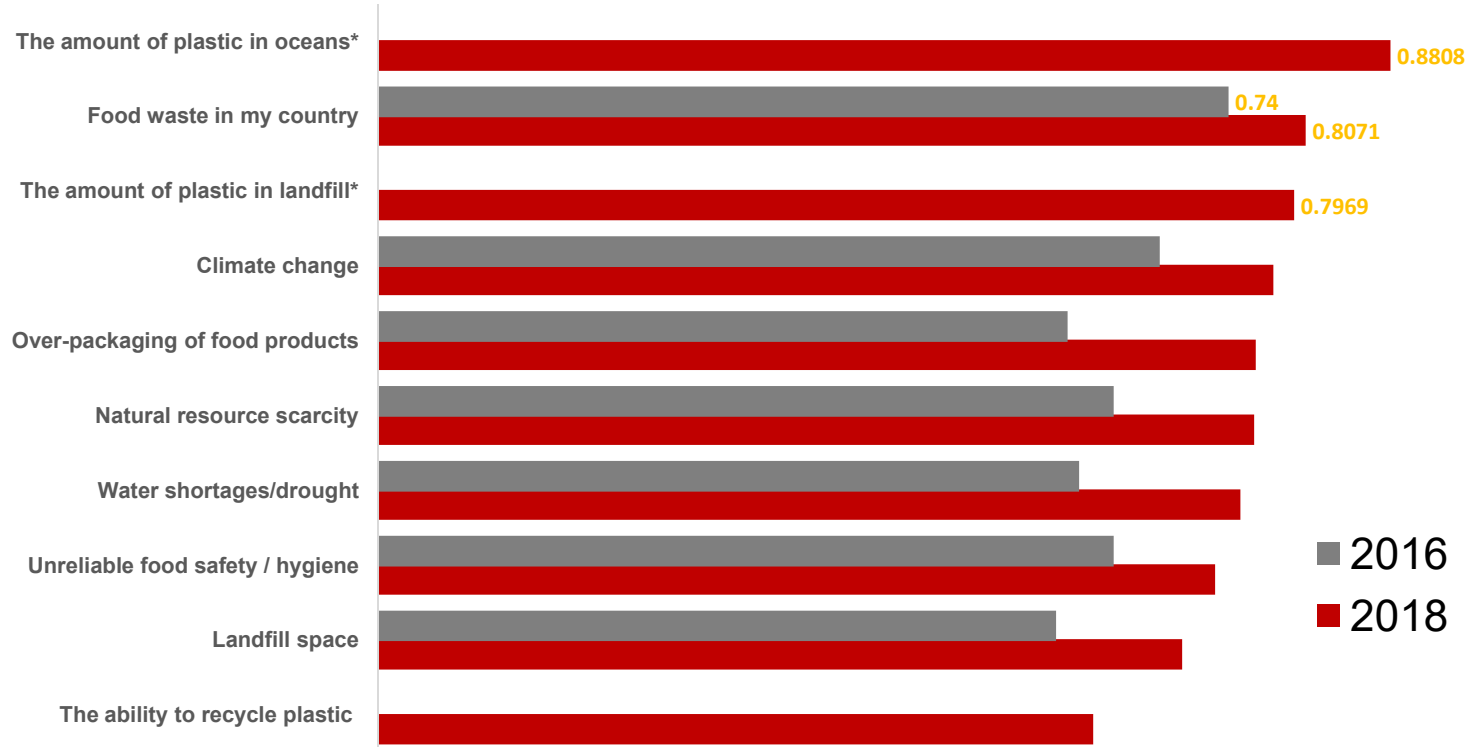
- ▶ +5.000 people
- ▶ UK, Spain, France, Germany, Italy
- ▶ 2016-2018

Full white paper available at

<https://sealedair.com/shopping-solutions>



# Environmental concerns are growing in Europe with amount of plastics and food waste as top of mind worries



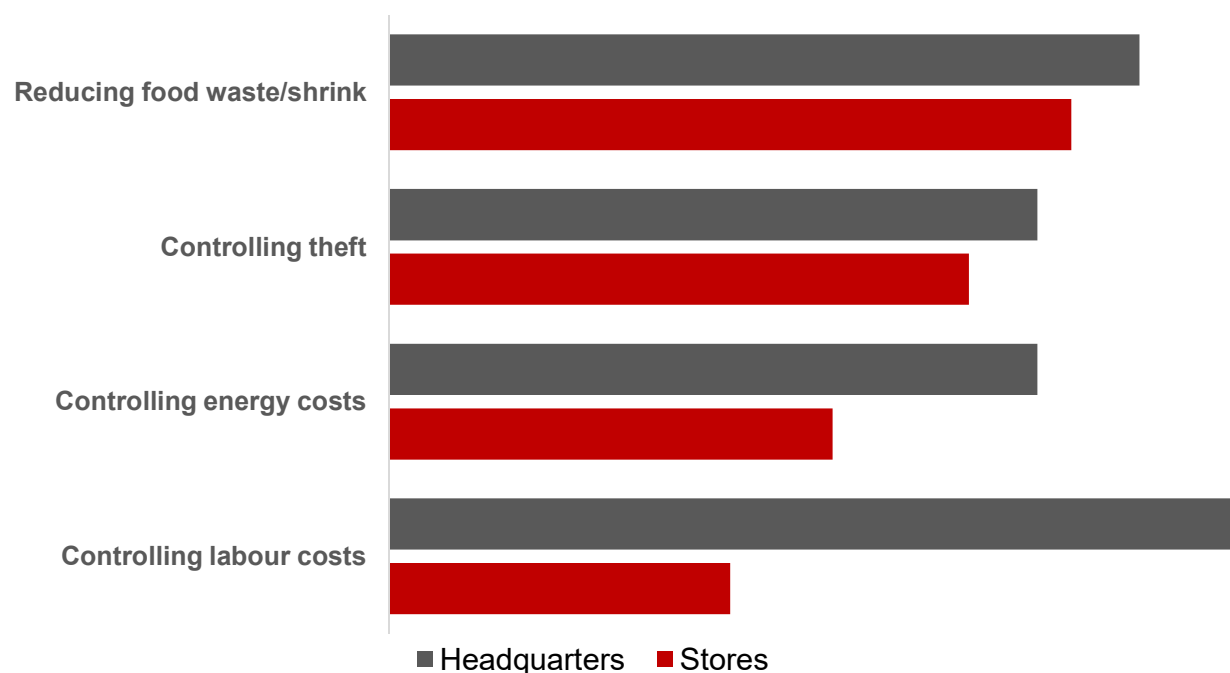
Despite the media focus today regarding the war on plastics, food waste increasingly is of concern to consumers and must be co-addressed when considering packaging choices.



Source: 2018 Sealed Air white paper –Retail Shrink and Food waste

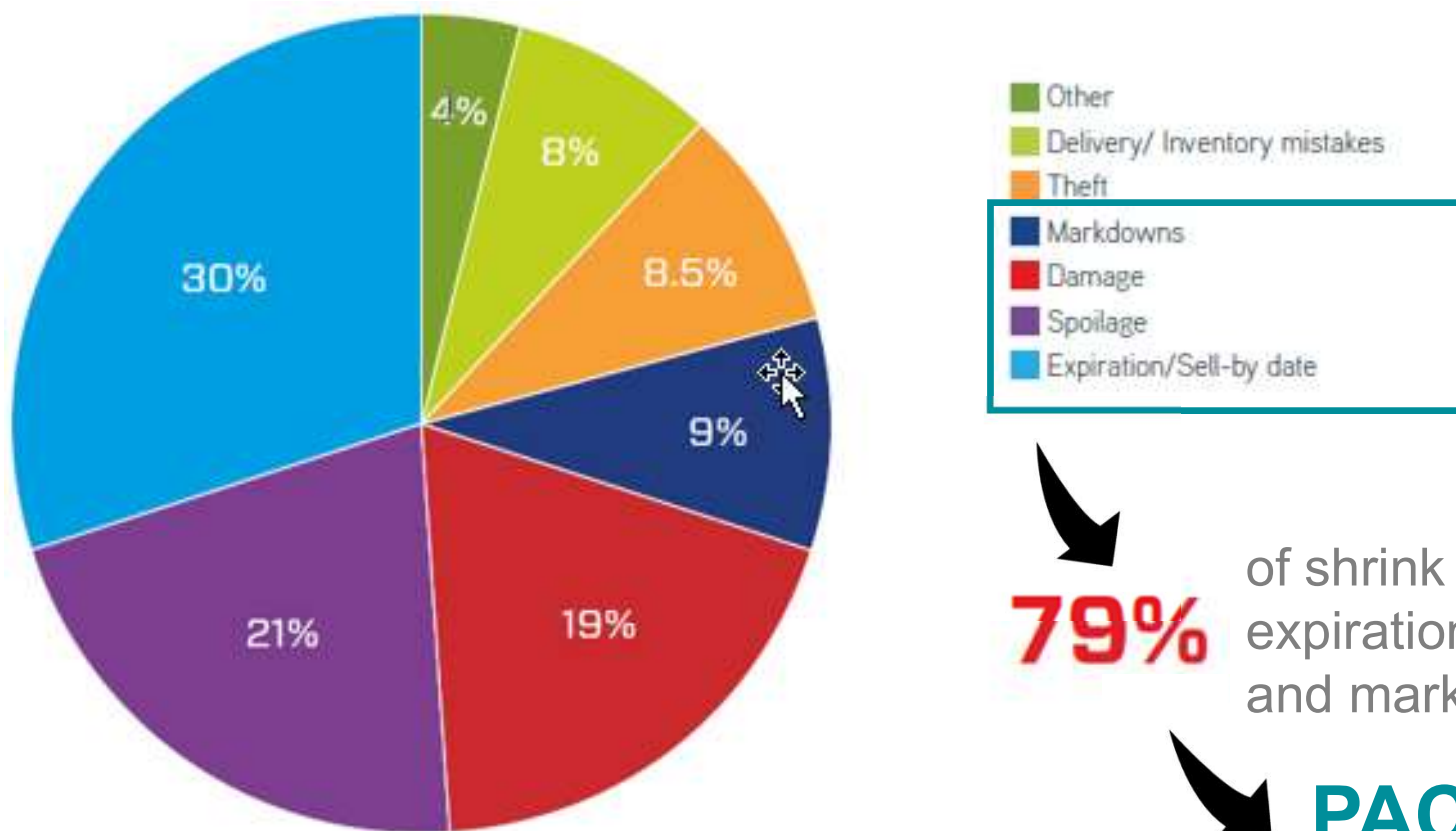
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## Reducing food waste is European retailers' biggest worry



Food waste is equally a big concern for European retailers and shoppers

## Expiration/sell-by date and spoilage account for over 50% of retail food shrink in Europe



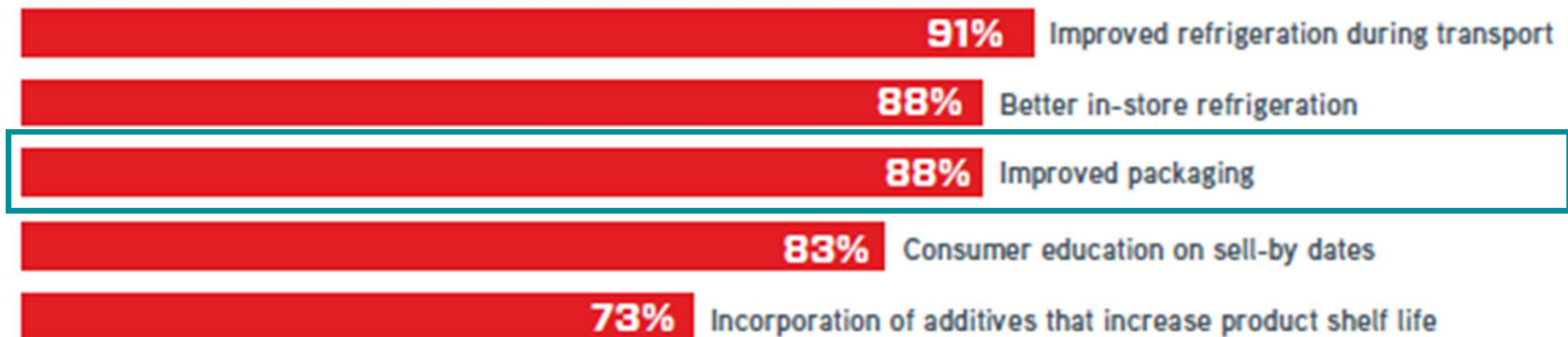
Source: 2018 Sealed Air white paper –Retail Shrink and Food waste

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# Retailers' business priorities

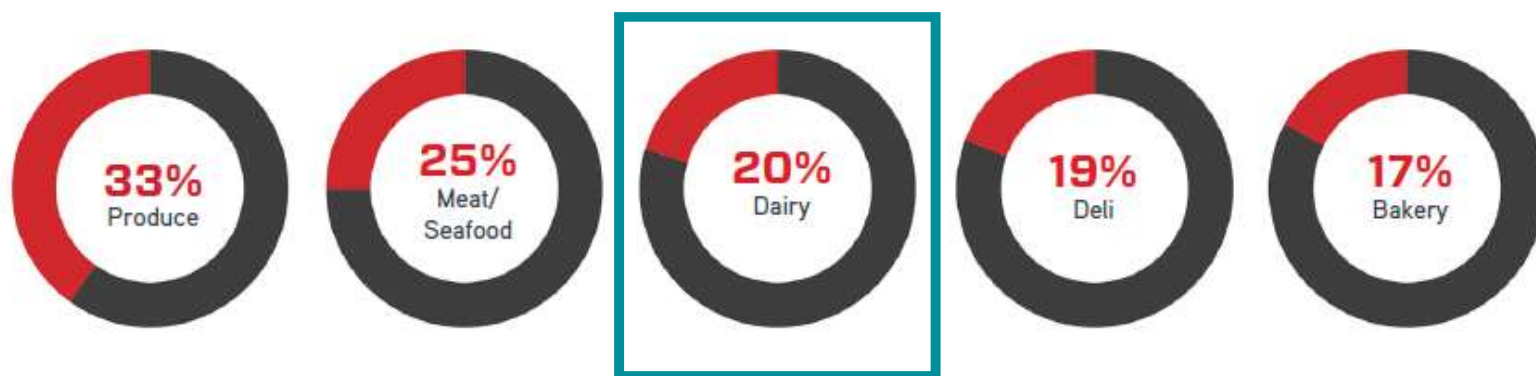
## Increasingly important factors for retailers to minimise waste – Europe



■ Extremely important/very important



## Departmental contribution to store shrink across Europe



	Produce	Meat/Seafood	Dairy	Deli	Bakery
UK	15%	15%	16%	12%	18%
France	24%	20%	15%	14%	14%
Germany	20%	10%	16%	6%	13%
Italy	49%	36%	29%	29%	22%
Spain	45%	37.97%	21%	28%	20%

Source: 2018 Sealed Air white paper –Retail Shrink and Food waste

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# Sustainability Pledges

## EU Retailers Sustainability Pledges: key priorities

**TESCO**

- ➔ Food waste reduction
- ➔ Greenhouse gasses emission reduction
- ➔ Plastic reduction: thickness, volume, weight

**Waitrose**

- ➔ No MONO materials if thicker
- ➔ No compromise on food safety and shelf life

**Sainsbury's**  
*live well for less*

- ➔ Plastic recycle and /or re-use
- ➔ Design packaging for recyclability

**CRYOVAC®**

- ➔ Improve the consistency of recycling infrastructure

**ASDA**

**Morrisons**  
Since 1899





# Sealed Air 2025 Sustainability Pledge



## SUSTAINABILITY

**At Sealed Air, we pledge to design and advance our innovative packaging solutions to be 100% recyclable or reusable by 2025.**

We will accelerate the use of recycled materials, expand reuse models for our packaging, and lead the collaboration with partners worldwide to ensure execution.

To achieve this by 2025, we will move faster to achieve the following results:

### Invest in Innovation

*Design and advance packaging solutions to be 100% recyclable or reusable*

### Eliminate Plastic Waste

*Achieve an ambitious target of **50%** average recycled content across all packaging solutions of which **60%** is post-consumer recycled content*

### Collaborate for Change

*Lead collaborations with partners worldwide to increase recycling and reuse rates*





# Considerations on Premiumness and Recyclability



# Defining Recyclability

Although under development, the likely EU definition of recyclability will involve:

- **The majority** of citizens will have access to suitable collection facilities
- The material is collected, sorted and **actually recycled** (excluding incineration for energy)

## CIRCULAR ECONOMY



# Mono-Material Gas & Moisture Barrier Effectiveness



# Flexible plastics must be considered differently to rigid plastics

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Disc screens sort materials by dimensional  
(2D, 3D) shape

Films can get tangled; cause **downtime**  
and **significant expense**

Flexible plastics are likely to sort with **flat items**  
like paper devaluing bales

**20 bn€ estimated needed investment in EU:**  
it will generate taxes on **packaging weight**



## Sustainable packaging

Alternative solutions to what exists

- ➔ **R**educe
- ➔ **R**e-use
- ➔ **R**ecycle

# Leverage on

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## Reduce

- Packaging weight reduction
- Packaging thickness reduction
- Pack volume reduction: Cube optimization
- Ratio pack and product weight
- CO<sub>2</sub> emission reduction

## Re-use

- Post Consumer Recycled (PCR) materials
- Re-usable trays/rigid supports

## Recycle

- Recyclable materials
- Mono materials (APET-PP)
- Renewable sources

# Reduce

Generate value  
through best in class  
packaging equipment

Reduced Scrap System  
Zero Scrap System







# Reduce Re-use Recycle

## Practical examples

# A practical example

- 350 gr cheddar MAP FlowPack
- Printed 70 mic laminates
- Zip Press and Re-close
- Packaging weight: 7,3 gr
- Pack dimension: 220x160 mm
- Pack area : 0.0352 sqm
- Product dimension: 135x95x30 mm



# Proposal 1: BDF pack

- 350 gr cheddar MAP FlowPack
- Printed 21 mic BDF shrink film
- Easy Opening
- Packaging weight: 1.28 gr
- Pack dimension: 135x95x30 mm
- Pack area : 0.023 sqm
- Product dimension: 135x95x30 mm

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# Proposal 1

## Benefits / Savings

### MAP FLOWPACK BDFS10

- ☒ **R**educe
- ☐ **R**ecycle
- ☐ **R**e-use - **PCR**
- ☐ **R**enewable

- **6.2 gr** of material per pack
- **0.023 sqm** space per pack
- **19 tons CO<sub>2</sub>** per year\*



- **85% packaging weight**
- **33% pack volume**

## Proposal 2: Darfresh Rollstock Pack

- 350 gr cheddar Darfresh RS
- TOP WEB 75 mic
- BOTTOM WEB 200 mic
- Easy Opening
- Packaging weight: 5.3 gr
- Pack dimension: 135x95x30 mm
- Pack area : 0.013 sqm
- Product dimension: 135x95x30 mm



# Proposal 2

## Benefits / Savings Darfresh Rollstock

- ☐ Reduce
- ☒ Recycle
- ☒ Re-use - PCR
- ☐ Renewable



- **2.1 gr** of material per pack
- **0.013 sqm** space per pack
- **6 tons CO<sub>2</sub>** per year\*



- **27% packaging weight**
- **35% pack volume**



# Proposal 2

## Skin Cryovac® Darfresh® MEB

Material thickness

TW 75 mic/BW 200mic

Packaging weight: 5.3 gr

- ☐ Reduce
- ☒ Recycle
- ☒ Re-use - PCR
- ☐ Renewable



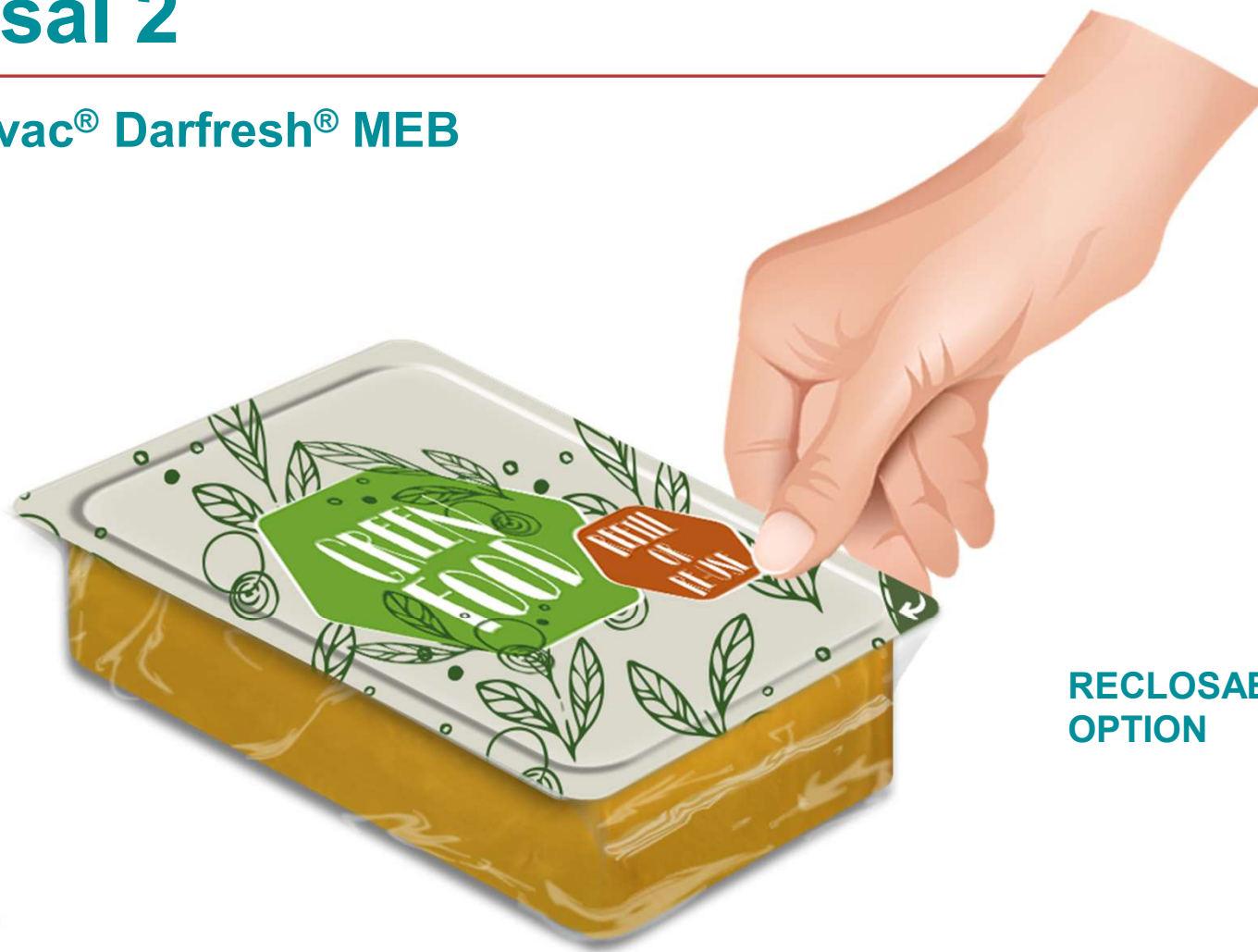
## Benefits / Savings

- **2.1 gr** of material per pack
- **0.013 sqm** Space per pack
- **6 tons CO<sub>2</sub>** per year\*



# Proposal 2

Skin Cryovac® Darfresh® MEB



**RECLOSABILITY  
OPTION**

**CRYOVAC®**

# Proposal 2

Skin Cryovac® Darfresh® MEB MULTIPACK 6 PORTIONS



EAT 1  
SAVE 1  
FOR LATER

**CRYOVAC®**

# Proposal 2

Skin Cryovac® Darfresh® MEB MULTIPACK PORTIONS



50G  
PORTIONS

**CRYOVAC®**



# Proposal 2

Skin Cryovac® Darfresh® MEB MULTIPACK PORTIONS



EASY  
PORTION

**CRYOVAC®**

# Proposal 2

**Skin Cryovac® Darfresh® MEB** MULTIPACK DIFFERENT MATURED CHEDDAR



**3 TYPES  
OF CHEDDAR  
EASY  
PORTION**

**CRYOVAC®**



# Proposal 2

Skin Cryovac® Darfresh® MEB SINGLE PACK MATURED CHEDDAR



SINGLE  
PORTION

**CRYOVAC®**

# Proposal 3

## Skin Cryovac® Darfresh® on Board

Material thickness

TW 50 mic/ cardboard 400 mic

Packaging weight: 19.4 gr

- ☐ Reduce
- ☒ Recycle
- ☐ Re-use - PCR
- ☒ Renewable

## Benefits

Recyclable BW/cardboard

BW/cardboard from renewable sources



Cryovac®  
Darfresh® on Board

# Proposal 3

## Skin Cryovac® Darfresh® on Board



**CRYOVAC®**



## Premium packs



## Packaging enable new eating occasions

From traditional home consumption to Premium snacking

- 80 gr single portions
- Affordable unit selling price
- New eating occasions
- Cheese selection
- Convenient
- Authentic and traditional
- Long shelf life, export



Cryovac ® Darfresh® Rollstock



## Out of €/kg fight

- Same cheese, new end use
- 20g x 5 Multipack
- Perfect snack
- For kids and sport
- Protein pack
- Easy and convenient



Cryovac ® Darfresh® Rollstock

# Cheese based grill snacks

**Some like it hot!**

Cheese based grill snacks  
For happy hours and BBQ  
Extended eating occasions



Cryovac® Darfresh® Rollstock



A vertical image on the left side of the slide showing a deep blue underwater scene. A large, curling wave forms a natural tunnel, through which bright sunlight is streaming, creating a golden glow and illuminating the water's surface and the tunnel's interior.

## Conclusions

- Sustainability is the key driver and is not a choice
- Define recyclability
- Food waste reduction = key objective
- No compromise on safety
- Communicate the positive features of packaging
- The availability of infrastructures and recycling technologies





**Thank you!**  
Questions?  
[www.sealedair.com](http://www.sealedair.com)