



**Nestlé** Good food, Good life



# The Rules of Sustainable Packaging

Vevey, Switzerland, May 2020

# Our Way Forward

The purpose of this document is to provide a comprehensive set of the most up-to-date standards, *THE RULES OF SUSTAINABLE PACKAGING*, that are driving our sustainable packaging transformation and helping to achieve our commitment that 100% of our packaging will be recyclable or reusable by 2025.

This document provides an overview of:

- Our packaging vision and commitments
- 'The Golden Rules', which guide current & future packaging design
- 'The Negative List', explaining the materials to be removed and by when

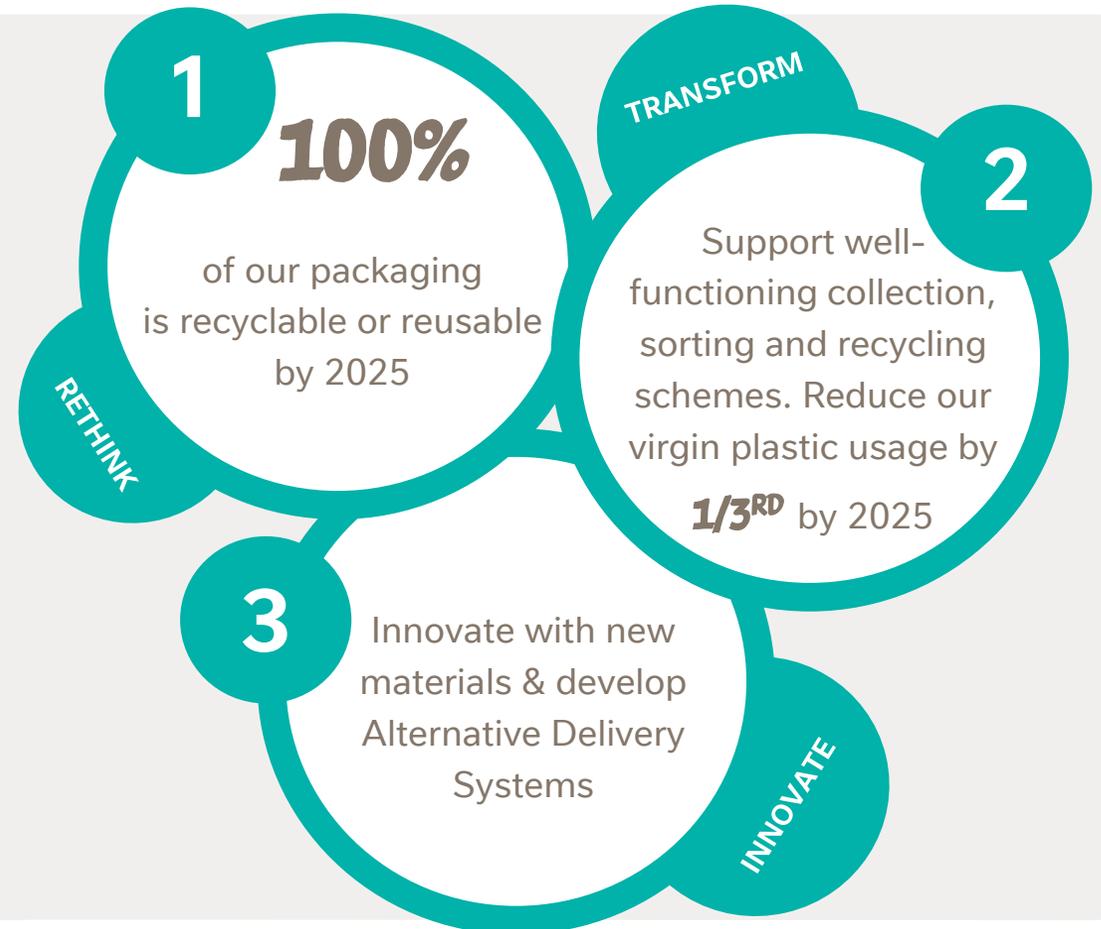
# Our Vision



None of our packaging,  
including plastics, ends up in  
landfill or as litter.

# Owning Our Commitments

Changing the way we interact with packaging, requires us to rethink the way we produce and consume. We need to ensure that the changes we make to our packaging and delivery system work for the communities that enjoy our products around the world every day. It is about exploring multiple solutions and it requires collaboration and innovation on a global scale. By working with our partners, we want to create a lasting and impactful change. A change for the better. For people and the planet.



# Building the Future Today

The **Rules of Sustainable Packaging** are defined by two key sets of rules:

1. **The Golden Rules** – confirmed attributes that define the way we design our packaging today and in the future.
2. **The Negative List** – a list of materials which we will consider as obsolete in the short-term, taking into account the evolution of recycling technologies and infrastructure, superior materials available today, and ongoing innovations.

In the next section, we outline **The Golden Rules** – a comprehensive set of rules to guide our sustainable packaging transformation journey. These should be applied to all packaging innovations and renovations, in order to improve design for recycling and overall environmental performance

# The Golden Rules for All Packaging

## Building the Future Today

**1 SUSTAINABILITY PERFORMANCE** of the packed product should be improved, whenever possible. Think: Life Cycle in a Circular Economy

**2 HOLISTICALLY OPTIMISE** weight and volume of primary, secondary and transport packaging:  $\geq 95\%$  pallet footprint,  $\geq 90\%$  cube utilisation (% of total volume utilised); equipment selection (e.g. narrowing seam widths); and **ALWAYS** eliminate unnecessary headspace.

**3 RECYCLED CONTENT** should be maximised as much as possible.

**4 LOCAL INFRASTRUCTURE & TECHNOLOGY** availability needs to be considered:

- Can it be collected, sorted and recycled in your market?
- Do not mix materials that prevent sorting or recycling
- Remove small items easily separated from the main pack (tamper evidence band, straws, cutlery, etc.)

**5 ENGAGE CONSUMERS** and communicate how to dispose of the product responsibly.



# The Golden Rules

## Chapter 1: Plastics

- 1** NESTLÉ WILL NOT USE oxo-degradable plastics (unless obliged by law).
- 2** NESTLÉ WILL NOT USE PVC, PVDC, Polystyrene (PS), or Expanded PS.
- 3** **BIO-BASED** and recycled content should be considered for packaging, if compliant.
- 4** **BIODEGRADABLE MATERIAL** usage shall be assessed by Nestlé R&D.
- 5** **TRANSPARENT** or lightly coloured materials must be used.
- 6** **RESIDUAL PRODUCTS** must be easily removed.



# The Golden Rules

## Chapter 1: Plastics

### RIGID PLASTICS

- **USE** PE, PP and PET
- **PRIORITISE** single polymer items
- **NESTLÉ WILL NOT USE** fillers
- **AVOID** using expanded PET
- **SAME MATERIALS** should be used for labels/sleeves/stickers for PP and PE containers and with a density of < 1 g/cm<sup>3</sup> for PET containers

### MULTI-MATERIAL FLEXIBLE PLASTICS

- **USE** at least 90% of PE and/or PP in the structure
- **NESTLÉ WILL NOT USE** PA and no more than 5% EVOH
- **NESTLÉ WILL NOT USE** paper in laminates & PET in Polyolefin-based laminates
- **SAME MATERIALS** should be used for lidding films and their trays/pots OR labels/stickers and their main container.
- **MINIMISE** print area

### MONO-MATERIAL FLEXIBLE PLASTICS

- **USE** PE or PP films
- **USE** unlaminated film (basic film) for bags, when possible.
- **ENSURE** films can be fully removed from trays/pots (lidding) or cartons (windows).
- **SAME MATERIALS** should be used for labels/stickers and the main container
- **MINIMISE** print area

# The Golden Rules

## Chapter 2: Paper & Paperboard

- 1 RECYCLABILITY** at local recyclers needs to be ensured (re-pulping, screening, and recycled paper quality). Obtain recyclability compliance from relevant testing laboratories.
- 2 LIMIT FOOD RESIDUES** after use through pack design (light staining and traces of food is acceptable).
- 3 NESTLÉ WILL NOT USE** fluorine-containing coatings and paper (PFA free).
- 4 AVOID** PVDC-based coatings where other options are available.
- 5 AVOID** usage of non-paper elements (closures, labels, adhesives, windows) where possible OR ensure material can be easily removed.
- 6 USE VIRGIN** paper and paperboard when packaging is in direct contact with food, or when no functional barrier is present.



# The Golden Rules

## Chapter 2: Paper & Paperboard

### DISPERSION COATED PAPER/PAPERBOARD

- **MAXIMISE** fibre content in packaging material and minimise content of polymers.
- **COATING WEIGHT** and its **MECHANICAL STRENGTH** must allow for efficient disintegration in pulping process.
- **PREFER** coatings which can be efficiently screened from pulp and do not cause “stickies”-related issues

### MOLDED PULP CONTAINERS

- **VIRGIN PULP** must be used when in direct contact with food. Confirm the origin of raw material with supplier and if it is approved for food contact.
- **CONFIRM** local recyclability and in which recycling stream, specifically if non-wood pulp is used.
- **WET STRENGTH AND SIZING ADDITIVE** levels in the article must be acceptable by local regulations.

### PAPER STRAWS & WRAPS

- **VIRGIN PULP** must be used on all straws and wraps
- **NO PRINTING/INKS** on straws and wraps due to concerns for contamination and health.

# The Golden Rules

## Chapter 3: Labelling

- 1** **HOLISTIC END-OF-LIFE EVALUATION** of labels/sleeves, together with its main container material, must be considered. Avoid extra manual sorting/handling.
- 2** **AVOID** full/partial sleeve decoration, when possible.
- 3** **LABELS/STICKERS** must be made from the same polyolefin (PO) material as the primary pack.
- 4** **LABELS/WRAP-AROUNDS** for PET containers must be made of PE or OPP.
- 5** **DIRECT PRINTING & PAPER LABELS** can be used on metal and glass containers only.
- 6** **NESTLÉ WILL NOT USE** PVC or PET-G.
- 7** **PET CRYSTALLINE SLEEVES** with washable inks are only approved in the US.
- 8** **ARTWORK FOR PRINT** must be designed for printing optimisation (CMYK+1 or ECG).



# Redesigning the Obsolete Past

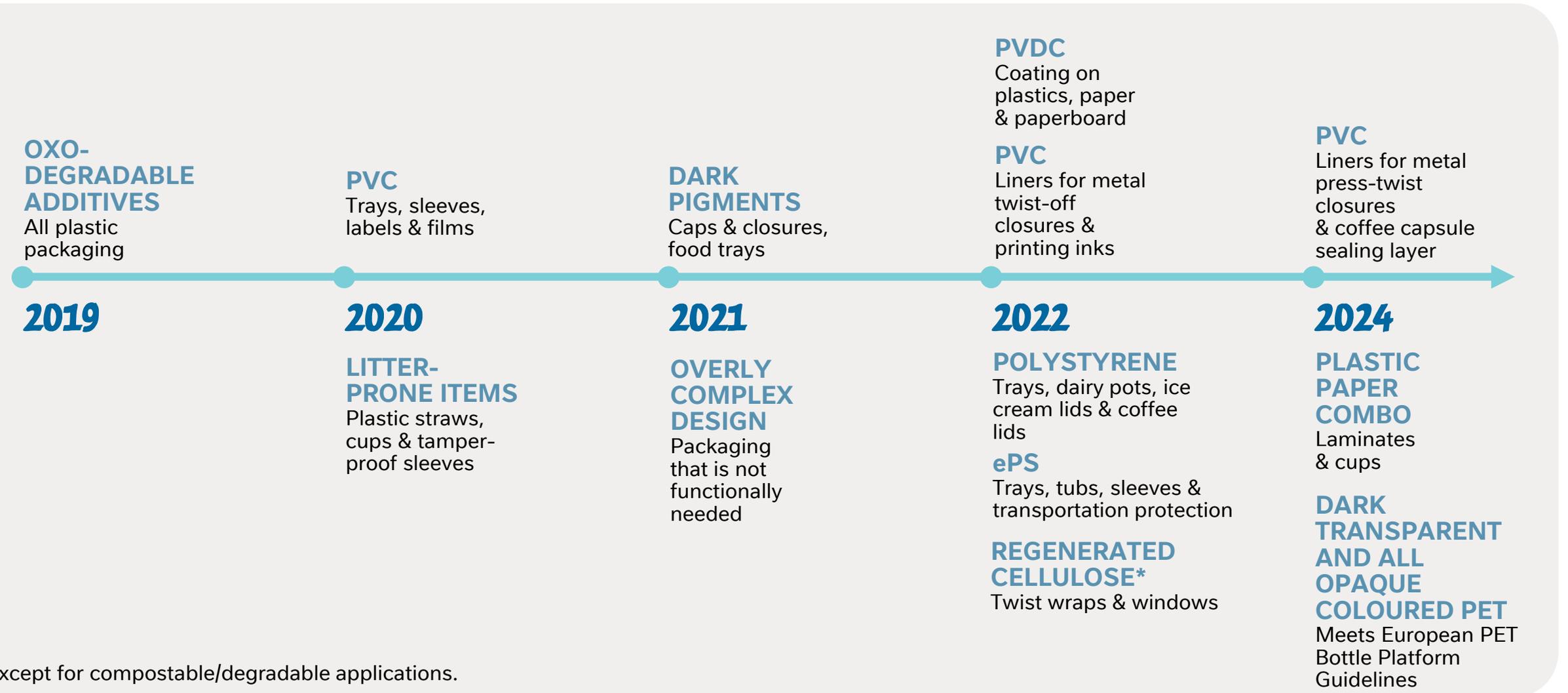
In addition to **The Golden Rules** defining our way forward, we must clearly address that some materials of the past are no longer acceptable. These will be removed from our supply chain as a part of our sustainable packaging transformation journey.

These materials are defined by **The Negative List** – a list of materials that are detrimental to the environment, are difficult to recycle, or are unlikely to have large-scale collection and recycling in the future. In the next page, you will find a summary of all packaging materials and elements that must be removed by a clear deadline.



# The Negative List

## Materials to Be Removed



\*Except for compostable/degradable applications.





Thank you for supporting our  
commitment that 100% of our  
packaging will be recyclable or  
reusable by 2025.