

CASE STUDY



Improve the environmental performance of our packaging

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In 2016, as part of our Purina in Society Commitments, we set a target to avoid the use of 3,000 tonnes of packaging material by 2019 compared to 2015 levels.

In 2018, we avoided 787 tonnes of packaging through our technical initiatives representing a reduction of 0.7%. In total, since 2015 we have avoided 3,542 tonnes of packaging. We have over-delivered on this target by 18%. Approximately 52% of the avoided packaging material since 2017 was plastic.

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Reducing the volume of materials used in our packaging

As part of our ongoing work to reduce the amount of materials we use in our packaging, during 2018 we changed the way we **(multi)pack PURINA® GOURMET™ 50 g pouches and 85 g cans.**

For the multipacks of PURINA® GOURMET™ 85 g cans, we changed the cardboard specification in both multipack x4 and x12. This action allowed us to save **140 tonnes** of packaging materials.

For the multipack of PURINA® GOURMET™ 50 g pouches, we installed a new packaging line and changed the outer packaging structure which allowed us to reduce the amount of packaging material used from 30.5 g to 26.1 g. This contributed to savings of 99 tonnes of packaging material overall.

