

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.

Reducing the use of plastics

A good example of efforts to decrease our use of plastic is through downgauging the PE layer in packs such as **PURINA® ONE BIFENSIS™** and **PURINA® FRISKIES™ JUNIOR**. Implemented across our factories in Portogruaro (Italy), Montfort (France), Sudbury (UK), Marconnelle (France) and Vorsino (Russia), this initiative has helped us to reduce **174.6 tonnes** of duplex laminate and **353.7 tonnes** of triplex laminate. In total, **528.3 tonnes of plastic packaging has been avoided** and contributed to an over-delivery on this particular commitment.



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