

Why is our packaging important?

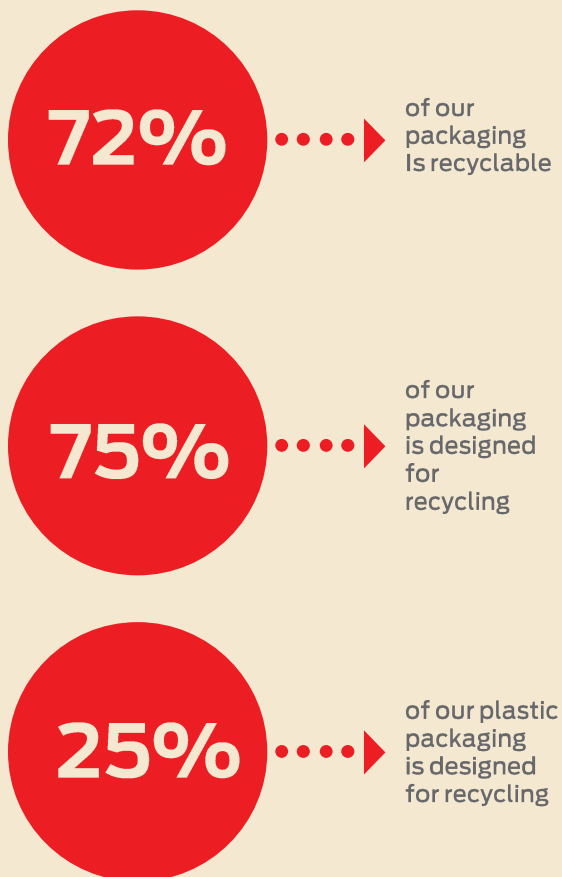


- Having the right packaging is crucial for delivering safe, high quality pet food to our consumers & their pets, as well as reducing food waste.
- Most of our packaging formats are designed to store the product after it's been cooked e.g. flow wraps, bags, stand up bags and boxes.
- However, petfood that is supplied in pouches is sealed and cooked when it is already in the pouch— making the role of the pouch different to most other packaging.
- Pouches are also very popular amongst pet owners due to their convenience and size.
- Plastics offer a unique combination of durability, availability, hygiene and safety, making it an ideal packaging material. The properties of plastic also provide a lot of flexibility and freedom in design, whilst being lightweight but strong, enabling packaging to be tailored to the product. There has been considerable progress in ensuring the use of only a minimum adequate amount of plastic packaging to pack products safely, and the recovery of plastic at the end of its useful life. Nevertheless, there is much more to do.

Where are we starting from in EMENA region?

Some of Purina's pet food is already sold in fully recyclable packaging, including cardboard boxes with 100% recycled content and aluminium cans which contain recycled content.

Currently:



What are our Challenges?

- Like other manufacturers, wet food pouches are our most difficult challenge from a sustainability perspective. The pouches are made up of different types of plastics and aluminium which are layered together to form the complete packaging.

What are we doing about it?

- In the Netherlands, we are [piloting a first-of-its-kind recyclable flexible plastic packaging for wet pet food](#).
- The new packaging is constructed entirely out of one type of plastic – Polypropylene (PP) – allowing wet pouches to be lightweight and recyclable whilst also being used throughout an intense retort process that can reach temperatures in excess of 120°C and can still guarantee product quality.

Commitment to improve the environmental performance of our packaging

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. In total, since 2015 we have avoided 3,542 tonnes of packaging. We have over-delivered on this target by 18%. 52% of the avoided packaging material since 2017 was plastic.



Nestlé Global Commitment

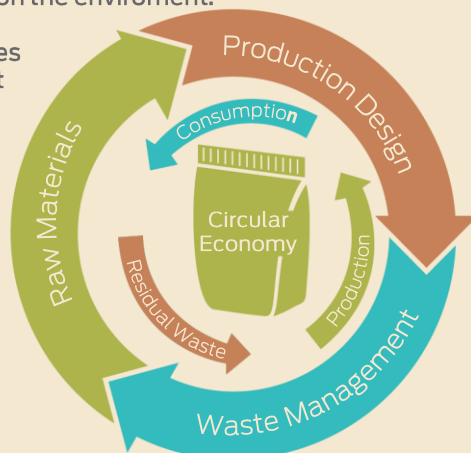
In April 2018, Nestlé made a global commitment that by 2025, 100% of its packaging will be reusable or recyclable – this includes all Purina products and is something we are working hard to achieve. In January 2019, Nestlé announced a series of specific actions towards meeting its April 2018 commitment, with a particular focus on avoiding plastic-waste. At Purina, we share the Nestlé vision that no packaging ends up as waste and are ready to play our part to help achieve the 2025 commitment.



Working towards a Circular Economy

We absolutely believe with the right materials, collection and recycling in place, the continued use of pouch packaging is possible without causing a detrimental effect on the environment.

The durable properties of plastics mean that when treated and processed properly, plastics can be Reused or recycled, in a 'closed loop' - this is called a Circular Economy and it's what we want to achieve.



Innovate, Collaborate, Communicate



What We're Doing Right Now

- We are working on reducing both the complexity of materials and number of different layers in our packaging. This will make the packaging easier to treat in recycling facilities.
- As well as reducing the complexity of packaging, we are exploring innovations including new paper-based materials and piloting reusable packaging systems where customers can bring their own containers to fill with dry petfood.
- We are also participating in a European project called CEFLEX, which will work towards the development of an infrastructure to collect, sort and recycle all types of used flexible plastics across Europe by 2025.

We recognise that the 2025 commitment is a difficult journey. We are working with recycling technology companies and collection agencies to identify solutions as quickly as possible for key packaging types so they can be recycled.