PACKAGING
EFFICIENCY
STUDY
III
EXECUTIVE SUMMARY

A. Background
This study, which is a follow-up to similar packaging efficiency studies performed in 1995 and 2007, is designed to do the following:

1. Provide clear and compelling examples of the value of source reduction as a strategy for developing and evaluating sustainable packaging.

2. Identify key characteristics of product/package configurations that add to their overall level of efficiency and sustainability.

3. Promote the use of this data as a way to ensure that cradle-to-grave analyses (raw material extraction through final disposal), which compare packaging alternatives, take into account all relevant information.

4. Illustrate how packaging decisions reflect consumer needs and expectations, and are not made lightly or “in a vacuum”.

B. Methodology

1. Fifty-six high volume product categories were chosen from four outlet types: supermarkets, mass/general merchandise, drug/health & beauty aid, and “big-box” club stores. Over 300 products and packages were analyzed.

2. The package-to-weight ratio was determined by dividing the weight of the product by the total weight of the product and its package, creating a percentage. The closer the product percentage comes to 1.00, the more efficient the package.

3. Using the greater of two percentages – the EPA’s latest recycling (recovery for reuse) figures or the level of post-consumer recycled content as listed on packages - credit was given for use or creation of diverted materials.

4. The following formula was then applied and net discards (the amount of landfilled material) within categories compared:

   \[
   \text{Amount of packaging per equivalent unit of product} \quad \text{MINUS} \quad \begin{cases} \text{Amount diverted by recycling or by use of post-consumer recycled materials (whichever is greater)} & = \text{Amount being landfilled (net discards)} \end{cases}
   \]
C. MAJOR FINDINGS

1. Consistent with previous studies, the best way to reduce materials going to landfills (net discards) continues to be through the use of lighter weight packaging. In general, bags, pouches, and aseptic packages are significantly lighter and thus more efficient than rigid containers, regardless of the materials used to construct flexible plastic packages, or the much higher recycling rates of the materials used to produce rigid containers. (See Table 3.)

2. While not as significant a factor as source reduction, recycling of primary packaging (defined as recovered material) plays a prominent and growing role in reducing discards. This is especially true for steel and aluminum cans, beverage bottles made from PETE, HPDE and glass, and paperboard cartons. As shown in Table 4, these materials are collectively recycled at a 34.2% rate today, up significantly versus 25.7% in 2005. In fact, the level of primary packaging recycling is now equal to the recovery rate for total waste, and is the primary reason that the total recovery rate increased from 31.4% in 2005 to 34.3% today.

3. Source reduction continues to play a significant role in the effort to reduce material usage and waste, even given the large amount of light weighting which occurred in the 1970s. For reference, the EPA estimated that between 1972 and 1992, soft drink containers were reduced in weight by 36% for one-way glass bottles, 32% for steel cans, 22% for aluminum cans, and 18% for PETE bottles. As shown in Table 5, the trend in many categories continues today.

4. Larger product/packaging sizes are significantly more efficient than their smaller counterparts, regardless of material type. The examples in Table 6 highlight how much more efficient large sizes can be than their smaller counterparts, regardless of the material selected. Again, this finding is consistent with previous studies.

5. In general, product packaging is more efficient for food products that require more preparation by consumers. Products to which water is added at the point of use, such as dessert mixes and concentrated juice, are significantly more efficient from a packaging perspective than their ready-to-serve counterparts. The same is true for products such as popcorn, cookies, salad dressing, soup, macaroni, and sports drinks.

Table 7 shows the significant reduction in discards when purchasing dry mixes, powders, and concentrates, rather than products in fully constituted form. Not only is there less packaging, but there is also less water to transport, reducing energy usage and greenhouse gas emissions.

D. CONCLUSIONS

1. Reducing packaging weight continues to offer significant opportunities to minimize net discards, and thus conserve both materials and energy, resulting in lower emission of greenhouse gases and other pollutants. This is true for all materials and packaging types, regardless of the material(s) chosen.
2. The product-to-package weight ratio remains an excellent indicator when trying to make top-line decisions about packaging efficiencies. As an initial measure, this ratio provides a powerful and easy-to-understand metric.

   However, it must be noted that packaging efficiency is only part of the overall sustainability equation. For example, a less efficient package that does a better job of reducing food waste, improving chances for reducing caloric intake, or eliminating the need of ancillary product use (e.g., disposal spoons or straws) may actually be a better option than a more efficient container.

3. As concluded in 1995 and again in 2007, consumer goods marketers and retailers should be encouraged to develop and promote flexible plastic and refillable packaging, concentrates, dry mixes, and larger sizes for appropriate applications. While flexible plastic packaging can cost more to produce, the savings in transportation energy generated across the supply chain can be used to offset this increase.

4. As stated in 2007, consumer goods marketers, retailers, and material producers should coordinate efforts to increase recycling of packaging used in out-of-home applications. This is especially true for smaller size beverages such as water, soft drinks, and juices. PETE, HDPE, steel, and aluminum have both the value and infrastructure in place to effectively reduce the use and impact of virgin materials. Consumers need to be motivated to either bring these packages home for placement in their recycling bins, or provided with easy-to-find, out-of-home, recycling collection sites.

5. Ultimately, packaging decisions are driven by consumer perceptions and lifestyle requirements. In many cases, these factors lead to more packaging, rather than less. Two examples come to mind:

   a. We Tend to Equate Quality with Quantity
      A 500ml bottle of store brand water weighs 8.8 grams and has a retail price of $0.13. A 500ml bottle of a typical “performance brand” weighs 27.3 grams and retails for $1.19. While the latter’s heavier weight and higher price may increase quality perceptions among users, they generate greater environmental and economic costs for society.

   b. We Strive to Achieve Active, Healthy Lifestyles
      This state of mind leads to the demand for packaging to deliver convenience, ease of use, and portion control. Resulting packaging responses generally lead to inefficiencies, as they require smaller sizes or the increased functionality needed to deliver ready-to-eat, ready-to-serve, and out-of-home product solutions. (Example: Single serve yogurt containers, in multi-packs, with a paperboard outer wrap, versus one large tub of the equivalent amount of product.)
I. INTRODUCTION

A. Background
In 1995 and 2007, we published studies on packaging efficiency indicating that one of the best ways to improve both the environmental and economic efficiencies of typical consumer packaged goods was to practice source reduction -- focusing on delivering more product with the same or lesser amount of packaging.

These studies mirror the U.S. Environmental Protection Agency's waste management hierarchy, which lists source reduction as the most preferred waste reduction strategy, followed by recycling, composting and energy recovery:

Further, we have consistently stated that source reduction needs to take center stage because recycling could apparently not grow fast or large enough to offset increases in waste generation. We even predicted in 1995 that by the year 2000, the amount of material that would be discarded or combusted would be at least the same as it was in 1993 (about 160 million tons) -- even as recycling (defined as material recovered for reuse) increased from a rate of 23% in 1993 to a projected rate of 30% in 2000.

As shown in Table 1, our estimates in 1995 accurately foreshadowed what actually occurred in 2000 and is still continuing today: Even with the significant growth in the overall recovery rate to 34.3% in 2013, annual discards still exceed 160 million tons.

Note: This report and the accompanying research were funded by the American Chemistry Council, which provided the author(s) with full control of the research methodology, findings, conclusions, and observations.
Table 1: U.S. Municipal Solid Waste Trends

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Projection in 1995*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waste Generated</td>
<td>230.0</td>
<td>100.0</td>
<td>237.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Material Recovered for Recycling</td>
<td>69.0</td>
<td>30.0</td>
<td>69.1</td>
<td>29.1</td>
</tr>
<tr>
<td>Discards Before Landfilling or Combustion for Energy</td>
<td>161.0</td>
<td>70.0</td>
<td>168.5</td>
<td>70.9</td>
</tr>
<tr>
<td>EPA Actual Figures**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waste Generated</td>
<td>254.1</td>
<td>100.0</td>
<td>254.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Material Recovered for Recycling</td>
<td>87.2</td>
<td>34.3</td>
<td>87.2</td>
<td>34.3</td>
</tr>
<tr>
<td>Discards Before Landfilling or Combustion for Energy</td>
<td>166.9</td>
<td>65.7</td>
<td>166.9</td>
<td>65.7</td>
</tr>
</tbody>
</table>

* A Study of Packaging Efficiency As It Relates to Waste Prevention, The ULS Report, March 1, 1995
** Advancing Sustainable Materials Management: 2013 Fact Sheet, EPA, June 2015, p. 8

Along with solid waste management concerns, issues relating to packaging, waste generation, and waste reduction continue to stir significant public, media, local government, and legislative interest. These ongoing concerns relate to a variety of issues:

1. Energy and raw material prices have fluctuated widely (and wildly), making the cost of maintaining the typical American lifestyle quite unpredictable. Plus, real income has been relatively stagnant, forcing people to constantly find savings opportunities. (See Census Bureau: U.S. Poverty, Incomes Stay Stagnant, U.S. News & World Report, September 16, 2015.)

2. Greenhouse gas emissions are now widely believed, with scientific evidence, to contribute to global climate change. Thus, the need to reduce carbon dioxide emissions by reducing energy consumption is generally accepted.

3. Reducing the use of fossil fuels continues to be viewed as an economic, political and ecological priority. This concern has helped increase interest in goods made from “renewable resources” such as corn and sugar cane; as well as in materials that can be composted or readily made to biodegrade.

4. Decreases over the last year in energy costs, and a slowing Chinese economy, have led to reductions in material costs, driving down recycling operation revenues. This has led to efforts to increase the collection of high-value recyclables such as aluminum, steel, paperboard, and plastics such as PETE and HDPE. (See Recycling Becomes a Tougher Sell as Oil Prices Drop, Wall Street Journal, April 5, 2015)
In addition to the above factors, the last 20 years have seen demographic, sociological, and marketplace trends that have led to new types of packaging:

- Smaller households; busier families looking for convenient options; and health concerns driven by the desire for weight loss; have all led to a proliferation of smaller sizes, portion control, and ready-to-serve packaging.

- Flexible plastic packaging continues to grow, as brand owners look to offer source reduced packages that can also reduce product and transportation costs.

Over the last 20 years, there has been some very good news relating to packaging discards. As shown in Table 2, between 1994 and 2012, municipal solid waste grew by 21.5%, in line with household growth. Yet, the amount of MSW related to containers and packaging grew by only 1%. This means that the percentage of solid waste due to packaging fell significantly during those 18 years, from 36% to 30%.

Table 2 (MM = Millions):

<table>
<thead>
<tr>
<th>Population and Municipal Solid Waste (MSW)</th>
<th>U.S. EPA and Census Bureau Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1994</td>
</tr>
<tr>
<td>U.S. Population (MM)</td>
<td>261.8</td>
</tr>
<tr>
<td>Households (MM)</td>
<td>97.1</td>
</tr>
<tr>
<td>Total MSW (mm tons)</td>
<td>209.1</td>
</tr>
<tr>
<td>Containers &amp; Packaging:</td>
<td></td>
</tr>
<tr>
<td>MSW Generated (mm tons)</td>
<td>75.0</td>
</tr>
<tr>
<td>% of Total MSW</td>
<td>35.9%</td>
</tr>
<tr>
<td>MSW Recovered (mm tons)</td>
<td>25.1</td>
</tr>
<tr>
<td>% of Containers &amp; Packaging</td>
<td>33.5%</td>
</tr>
<tr>
<td>MSW Discarded (mm tons)</td>
<td>49.9</td>
</tr>
<tr>
<td>% of Containers &amp; Packaging</td>
<td>66.5%</td>
</tr>
<tr>
<td>Per Capita MSW Discarded</td>
<td></td>
</tr>
<tr>
<td>Lbs/Person</td>
<td>381.2</td>
</tr>
<tr>
<td>Lbs/Household</td>
<td>1027.8</td>
</tr>
</tbody>
</table>
This is a far different scenario than that projected by the EPA back in 1994. At that time, the agency stated that by 2010, packaging-related waste would grow by 32% (from 75 to 99 million tons) and account for 38% of total MSW. What happened?

First, the 24 million tons of used packaging that was projected by the EPA, but not generated, was primarily due to source reduction. As a related reference, the EPA estimated that between 1972 and 1992, soft drink containers were reduced in weight by 36% for one-way glass bottles, 32% for steel cans, 22% for aluminum cans, and 18% for PET bottles.

Second, there were major gains in container recycling. Between 1994 and 2013, the amount of packaging materials recovered for recycling grew by 55.8%, and the recovery (recycling) rate jumped from 33.5% to 51.6%. This is very significant, since most state bottle bill deposit legislation had already been passed and implemented by 1989.

Thus, the combination of increased source reduction and recycling helped reduce packaging discards by a 26.5%. On a per capita basis, the reduction was a whopping 39% per person, and almost 42% per household.

This analysis clearly shows the synergistic value of recycling and source reduction. Thanks to increased recycling activity, the absolute amount of materials recovered increased. In addition, thanks largely to source reduction, the relative amount of those recovered materials also increased, which is why the recycling rate grew significantly: There was a smaller base of generated waste against which to measure the larger amount of recyclables.

Given the strength of this data, and the lack of public awareness regarding it, there is still a strong need to educate a wide variety of audiences about the value of source reduction when making good decisions about efficient packaging. Thus, this study was undertaken as an update to its predecessors, providing a follow-up analysis and trend assessment.

B. Expected Outcomes of This Research
This study has been designed to do the following:

1. Provide clear and compelling examples of the value of source reduction as a strategy for developing and evaluating sustainable packaging.

2. Identify key characteristics of product/package configurations that add to their overall level of efficiency and sustainability.

3. Promote the use of this data as a way to ensure that cradle-to-grave analyses (raw material extraction through final disposal) when examining packaging alternatives, take into account all necessary information.

4. Illustrate how packaging decisions reflect consumer needs and expectations, and are not made lightly or “in a vacuum”.

Packaging Efficiency Study III

The ULS Report

January 2016
C. Methodology

1. Procedure

a. Fifty-six high volume product categories were chosen from four outlet types: supermarkets (e.g., Kroger, Whole Foods), mass/general merchandise (Walmart, Target), drug/health & beauty aid (Walgreen's, CVS), and “big-box” club stores (Costco, Sam’s). The categories and sub-categories are listed on page 10, with data on almost 300 products beginning on page 11. (See Exhibits and Appendices for product/package information and photos.)

b. Different containers used in each category were weighed after emptying, cleaning, and drying. As an example, the juice category includes containers made from glass; steel; aluminum; plastic or clay (kaolin) coated paperboard; plastic coated foil; and composites of paper, foil and plastic.

Using the stated weight on the package, product weight in grams (28.35 grams/ounce) was also recorded. In the case of most liquids, the weight was based on specific gravity of water, which is 29.57 grams. (For reference, one of the exceptions is table syrup, which weighs about 39.5 grams per ounce.)

Then, the package-to-weight ratio was determined by dividing the weight of the product by the total weight of the product and package, creating a percentage. The closer the product percentage comes to 1.00, the more efficient the package.

c. To ensure that meaningful disposal and diversion comparisons could be made, alternative products and packages within each category were then converted to equivalent terms or functional unit. For laundry detergents this was 10,000 loads; for juices it was 100 gallons; for most foods it was 1000 pounds of product; and for sweeteners it was 10,000 servings.

d. Using the EPA’s latest recycling (recovery for reuse) figures or the level of post-consumer recycled content as listed on packages, credit was given for use or creation of diverted materials.

e. The higher of the recycling rate or listed post-consumer recycled content percentage was used. Also, plastic packaging not including “chasing arrows” recycling symbol did not receive recycling or recycled content credit.

<table>
<thead>
<tr>
<th>Material</th>
<th>2013 Recovery Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aluminum, Beverage Cans</td>
<td>55%</td>
</tr>
<tr>
<td>Glass, Beer &amp; Soft Drink Bottles</td>
<td>41%</td>
</tr>
<tr>
<td>Glass, Other Bottles and Jars</td>
<td>15%</td>
</tr>
<tr>
<td>HDPE, Milk and Water Bottles</td>
<td>28%</td>
</tr>
<tr>
<td>HDPE, Other Containers</td>
<td>21%</td>
</tr>
<tr>
<td>HDPE, Bags, Sacks &amp; Wraps</td>
<td>6%</td>
</tr>
<tr>
<td>LDPE, Bags, Sacks &amp; Wraps</td>
<td>21%</td>
</tr>
<tr>
<td>Paperboard &amp; Other Packaging*</td>
<td>28%</td>
</tr>
<tr>
<td>Composite Carton Packaging**</td>
<td>10%</td>
</tr>
<tr>
<td>PETE, Bottles &amp; Jars</td>
<td>31%</td>
</tr>
<tr>
<td>PETE, Other Packaging</td>
<td>3%</td>
</tr>
<tr>
<td>PP, Other Containers</td>
<td>11%</td>
</tr>
<tr>
<td>Steel, Food and Other Cans</td>
<td>71%</td>
</tr>
<tr>
<td>Steel, Other Packaging</td>
<td>79%</td>
</tr>
</tbody>
</table>

*Estimated from EPA Data **Recovery rate provided by the Carton Council

f. The following formula was then applied to determine net discards:

\[
\begin{array}{lll}
\text{Amount of packaging per equivalent unit of product} & \text{MINUS} & \text{Amount diverted by recycling or landfilled} \\
& & \text{by use of post-consumer recycled materials (whichever is greater)}
\end{array}
\]

\[
\text{Amount being landfilled (net discards)}
\]

g. Net discard quantities for packaging types within categories were compared.

h. Study methodology, findings, and conclusions were reviewed by Dr. Jennifer Mangold and Rachel Simon of the Laboratory of Manufacturing and Sustainability (LMAS) at the University of California, Berkeley. Using a large sample of packaging that we provided, the LMAS researchers also duplicated a significant number of package weight measurements, confirming their accuracy.

i. Rick Lingle, Technical Editor of *Packaging Digest*, also reviewed this study and agreed with the findings, conclusions, and recommendations.
2. Discussion Points/Study Limitations

a. The study is not intended to provide absolute winners and losers, but rather trends and directional differences between various packaging options. Thus, restraint should be used when tempting to pick “the better package.”

b. Every attempt was made to develop logical, consistent comparisons. Depending upon the category, delivered value was based on weight, reconstituted liquid, or number of portions. For this reason, specific comparisons are best made within categories, rather than across them.

c. To minimize effects related to volume, comparisons were made primarily among packaging that contained similar amounts or delivered similar quantities of product. Because larger size containers are generally more efficient than smaller ones in their ability to deliver product, comparisons were generally made within single or multi-serve categories, rather than between them.

d. Net discard figures should be considered approximate, and minor differences should not be considered to be significant. Figures listed are for specific products, not for entire categories, so results could vary somewhat between different brands using similar packaging types and materials. We are most concerned about gross efficiencies, since these present both the most accurate results and the best opportunities for generating improvement.

e. Recycling rates do not necessarily reflect actual conditions, owing to differences arising as to where a product is consumed. In general, the EPA’s recycling rates reflect packaging recycling/diversion for products consumed at home. The ability to recycle packaging that is used out-of-home, such as while travelling, is significantly less than for products and packages used at home. Thus, the recycling rates for single serve juice packages made from steel, aluminum, glass, HDPE, and PETE most likely overstate the diversion rates for these materials when used in out-of-home applications.

f. This study does not take into account the value of energy generated from combustion of discards. While the EPA provides general estimates of how much waste is combusted rather than discarded, there is no indication as to which materials are being combusted.

g. This study seeks to determine waste reduction or diversion efficiency. It makes no judgments regarding the tangible or intangible value of different products or materials. The research was designed to highlight packaging that minimizes packaging discards, and cannot be used, in and of itself, to make categorical judgments regarding energy efficiency or total environmental impact.
h. From a bigger picture perspective, this study does not take into account the relationship between packaging configurations and their ability to reduce product waste ("shrinkage") or other types of waste. For example:

1. Single serve (6 oz.) yogurt containers use more packaging per product than do multi-serve (32 oz.) containers. However, if single serve containers ensure full consumption of the product while slower-than-anticipated use up of yogurt in the large size creates waste through spoilage, the value of food waste reduction must be considered before a full assessment can be made.

2. Single serve yogurt tubes in paperboard boxes may use more packaging than single serve cups. However, the tubes allow for direct consumption, while the cups require a spoon that would either need to be washed or thrown away, if disposable. Again, total life cycle resource use must be factored in before a true comparison can be completed.

Thus, the protective and functional capabilities of a specific package are crucial factors in determining overall economic, environmental, and social performance. Any conclusions drawn about the overall value of a package would most likely include factors that are beyond the scope of this study.

3. Terms and Abbreviations Used in This Study

Fiberboard – Uncoated rigid paper, commonly known as “cardboard”, or in the recycling community as “old corrugated containers,” or OCC.

Paperboard – Paper coated with LDPE or clay (kaolin), usually bleached

Composite – A material made from combinations of paperboard, aluminum foil, and/or LDPE or PVC

HDPE – High density polyethylene
PS – Polystyrene
EPS – Expanded polystyrene
PVC – Polyvinyl chloride

LDPE – Low density polyethylene
PETE – Polyethylene terephthalate
PP – Polypropylene

II. MAJOR FINDINGS

A. Consistent with the previous studies, the best way to reduce materials going to landfills (net discards) continues to be through the use of lighter weight packaging. In general, bags, pouches, and aseptic packages are significantly lighter and thus more efficient than rigid containers, regardless of the materials used to construct flexible plastic packages, or the much higher recycling rates of the materials used to produce rigid containers. (See Table 3.)
### Table 3: Rigid vs. Flexible Plastic Container Comparisons

<table>
<thead>
<tr>
<th>Category</th>
<th>Package Type</th>
<th>Package Size</th>
<th>Recycling Rate (%)</th>
<th>Net Discards* (Lbs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dish Detergent (1000 Lbs.)</td>
<td>Plastic Pouch</td>
<td>Flexible</td>
<td>12.7 oz.</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>HDPE Bottle</td>
<td>Rigid</td>
<td>75 oz.</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>Paperboard Box</td>
<td>Rigid</td>
<td>75 oz.</td>
<td>35**</td>
</tr>
<tr>
<td>Pet Food (Dry) (1000 Lbs.)</td>
<td>Plastic Pouch</td>
<td>Flexible</td>
<td>24 oz.</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Paperboard Box</td>
<td>Rigid</td>
<td>24 oz.</td>
<td>28</td>
</tr>
<tr>
<td>Ground Beef (1000 Lbs.)</td>
<td>Plastic Tube</td>
<td>Flexible</td>
<td>16 oz.</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Plastic Pouch</td>
<td>Flexible</td>
<td>16 oz.</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>EPS Tray</td>
<td>Rigid</td>
<td>16 oz.</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Paperboard Box</td>
<td>Rigid</td>
<td>32 oz.</td>
<td>28</td>
</tr>
<tr>
<td>Tuna (1000 Lbs.)</td>
<td>Foil/LDPE Pouch</td>
<td>Flexible</td>
<td>5 oz.</td>
<td>0</td>
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<tr>
<td></td>
<td>Steel Can</td>
<td>Rigid</td>
<td>5 oz.</td>
<td>71</td>
</tr>
<tr>
<td>Fruit Juice (100 Gallons)</td>
<td>Aseptic Boxes</td>
<td>Flexible</td>
<td>54 Fl. Oz.</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Steel Cans</td>
<td>Rigid</td>
<td>36 oz.</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>Glass Bottles</td>
<td>Rigid</td>
<td>40 oz.</td>
<td>15</td>
</tr>
<tr>
<td>Cereal (1000 Lbs.)</td>
<td>Plastic Pouch</td>
<td>Flexible</td>
<td>11 oz.</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Paperboard Box</td>
<td>Rigid</td>
<td>17 oz.</td>
<td>35**</td>
</tr>
<tr>
<td></td>
<td>Gabletop Carton</td>
<td>Rigid</td>
<td>24 oz.</td>
<td>10</td>
</tr>
</tbody>
</table>

* Includes lids, liners, spouts, seals, labels, wraps, inner bags, etc.
** Listed post-consumer recycled content

Importantly, the effect of light-weighting (i.e., source reduction) has value long before packages head to the landfill. Lighter weight helps reduce energy consumption during transportation at every step in the supply chain: Trucks or railcars either have weight-reduced cargos, or it takes fewer of them to carry the same amount of product. In either case energy is conserved, greenhouse gases and other pollutants are reduced, and money is saved.

B. While not as significant a factor as source reduction, recycling of primary packaging (defined as recovered material) plays a prominent and growing role in reducing overall discards. This is especially true for steel and aluminum cans, beverage bottles made from PETE, HPDE and glass, and paperboard cartons. As shown in Table 4, these materials are collectively recycled at a 34.2% rate today, up significantly versus 25.7% in 2005. In fact, the level of primary packaging recycling is now equal to the recovery rate for total waste, and is the primary reason that the total recovery rate increased from 31.4% in 2005 to 34.3% today.
Table 4: Primary Packaging Waste Generation & Recovery

<table>
<thead>
<tr>
<th>Container Type</th>
<th>Waste Generated (000 Tons)</th>
<th>Waste Recovered (000 Tons)</th>
<th>Recovery Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glass Beverage Bottles</td>
<td>8170</td>
<td>2250</td>
<td>27.5</td>
</tr>
<tr>
<td>Other Glass Bottles &amp; Jars</td>
<td>2290</td>
<td>340</td>
<td>14.8</td>
</tr>
<tr>
<td>Steel Cans &amp; Other Packaging</td>
<td>2370</td>
<td>1500</td>
<td>63.3</td>
</tr>
<tr>
<td>Aluminum Cans, Foil &amp; Closures</td>
<td>1930</td>
<td>690</td>
<td>35.8</td>
</tr>
<tr>
<td>Paperboard Packaging</td>
<td>8710</td>
<td>1510</td>
<td>17.3</td>
</tr>
<tr>
<td>PETE Bottles &amp; Jars</td>
<td>2540</td>
<td>590</td>
<td>23.2</td>
</tr>
<tr>
<td>HDPE Natural Bottles</td>
<td>800</td>
<td>230</td>
<td>28.8</td>
</tr>
<tr>
<td>Other Plastic Containers</td>
<td>1420</td>
<td>140</td>
<td>9.9</td>
</tr>
<tr>
<td>Total Primary Packaging</td>
<td>28,230</td>
<td>7250</td>
<td>25.7</td>
</tr>
<tr>
<td>Total Waste</td>
<td>253,730</td>
<td>87,180</td>
<td>31.4</td>
</tr>
<tr>
<td>Primary Packaging % of Total Waste</td>
<td>11.1</td>
<td>9.1</td>
<td>10.8</td>
</tr>
</tbody>
</table>

C. Even though major weight reductions have occurred in the past, our data shows increases in source reduction continue to play a significant role in the effort to reduce material usage and waste. For reference, the EPA estimated that between 1972 and 1992, soft drink containers were reduced in weight by 36% for one-way glass bottles, 32% for steel cans, 22% for aluminum cans, and 18% for PETE bottles. As shown in Table 5, the trend in many categories continues today.

Table 5: Examples of Source Reduction

<table>
<thead>
<tr>
<th>Package</th>
<th>2007 (g)</th>
<th>2015 (g)</th>
<th>Reduction (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroger Milk, 64 fl. oz. HDPE Jug</td>
<td>47.2</td>
<td>41.5</td>
<td>-12.0</td>
</tr>
<tr>
<td>Applegate Sliced Turkey, 7 oz. Plastic Bag</td>
<td>12.7</td>
<td>9.3</td>
<td>-26.8</td>
</tr>
<tr>
<td>Heinz Ketchup, 64 oz. Plastic Bottle (from PETE to HDPE)</td>
<td>112.1</td>
<td>85.1</td>
<td>-24.1</td>
</tr>
<tr>
<td>Cascade Dishwashing Detergent, 75 oz. Paperboard Box</td>
<td>160.9</td>
<td>120.7</td>
<td>-25.0</td>
</tr>
<tr>
<td>Del Monte Fruit Cocktail, 15.25 oz. in Steel Can</td>
<td>65.1</td>
<td>55.2</td>
<td>-15.2</td>
</tr>
<tr>
<td>Jell-O Pudding, 3.9 oz. Paperboard Box</td>
<td>34.2</td>
<td>26.9</td>
<td>-21.5</td>
</tr>
<tr>
<td>Banquet Frozen Dinner, 12 oz. Paperboard Carton/PETE Tray</td>
<td>58.0</td>
<td>45.3</td>
<td>-21.9</td>
</tr>
</tbody>
</table>
D. Larger product/packaging sizes are often significantly more efficient than their smaller counterparts, regardless of material type. The examples in Table 6 highlight how much more efficient large sizes can be than their smaller counterparts, regardless of the material selected. (Again, this finding is consistent with previous studies.)

<table>
<thead>
<tr>
<th>Category</th>
<th>Package</th>
<th>Product/Packaging Ratio (%)</th>
<th>Net Discards (Lbs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cream Cheese</td>
<td>8 oz. PP Tub</td>
<td>92/8</td>
<td>76.8</td>
</tr>
<tr>
<td></td>
<td>12 oz. PP Tub</td>
<td>94/6</td>
<td>59.3</td>
</tr>
<tr>
<td></td>
<td>16 oz. PP Tub</td>
<td>95/5</td>
<td>52.5</td>
</tr>
<tr>
<td>Milk</td>
<td>64 fl. oz. HDPE Bottle</td>
<td>98/2</td>
<td>14.6</td>
</tr>
<tr>
<td></td>
<td>128 fl. oz. HDPE Bottle</td>
<td>98/2</td>
<td>10.4</td>
</tr>
<tr>
<td>Cereal</td>
<td>17.0 oz. Paperboard Box</td>
<td>86/14</td>
<td>107.4</td>
</tr>
<tr>
<td></td>
<td>8.56 oz. – 8 Paperboard Boxes</td>
<td>70/30</td>
<td>298.0</td>
</tr>
<tr>
<td>Baby Food</td>
<td>2.5 oz. Glass Jar</td>
<td>51/49</td>
<td>767.1</td>
</tr>
<tr>
<td></td>
<td>4.0 oz. Glass Jar</td>
<td>58/42</td>
<td>575.0</td>
</tr>
<tr>
<td>Apple Sauce</td>
<td>24 oz. PETE Jar</td>
<td>92/8</td>
<td>66.6</td>
</tr>
<tr>
<td></td>
<td>46 oz. PETE Jar</td>
<td>94/6</td>
<td>46.5</td>
</tr>
<tr>
<td>Soup</td>
<td>17.3 oz. Aseptic Carton</td>
<td>96/4</td>
<td>84.5</td>
</tr>
<tr>
<td></td>
<td>32 fl. oz. Aseptic Carton</td>
<td>96/4</td>
<td>70.2</td>
</tr>
<tr>
<td>Pet Food</td>
<td>3.0 oz. Aluminum Can</td>
<td>90/10</td>
<td>115.3</td>
</tr>
<tr>
<td></td>
<td>5.5 oz. Aluminum Can</td>
<td>91/9</td>
<td>102.0</td>
</tr>
</tbody>
</table>

E. In general, product packaging is more efficient for food products that require more preparation by consumers. Products to which water is added at the point of use, such as dessert mixes and concentrated juice, are significantly more efficient from a packaging perspective than their ready-to-serve counterparts. The same is true for products such as popcorn, cookies, salad dressing, soup, macaroni, and sports drinks. This efficiency also significantly reduces the impacts of transportation due to reduction in weight and package size.

Table 7 clearly shows the significant reduction in discards when purchasing dry mixes, powders, and concentrates, rather than products in fully constituted form. Not only is there less packaging, but there is also less water to transport, reducing energy usage and greenhouse gas emissions.
Table 7: Convenience and Packaging Efficiency

<table>
<thead>
<tr>
<th>Category</th>
<th>Package</th>
<th>Product Type</th>
<th>Net Discards (Lb.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puddings/Gelatins</td>
<td>Gelatin – 6 oz. in Plastic Bag</td>
<td>Dry Mix</td>
<td>2.8</td>
</tr>
<tr>
<td>(4000 Servings)</td>
<td>Pudding – 5.9 oz. in Paperboard Box</td>
<td>Dry Mix</td>
<td>18.2</td>
</tr>
<tr>
<td></td>
<td>Pudding – 33 oz. – 6 Plastic Snack Cups</td>
<td>Ready to Eat</td>
<td>66.1</td>
</tr>
<tr>
<td>Orange Juice</td>
<td>Frozen Concentrate – 12 oz. Paper/Metal Can</td>
<td>Concentrate</td>
<td>18.5</td>
</tr>
<tr>
<td>(100 Gallons)</td>
<td>64 fl. oz. Gable Top Carton</td>
<td>Ready to Drink</td>
<td>26.3</td>
</tr>
<tr>
<td>Popcorn</td>
<td>32 oz. Bag of Kernels</td>
<td>Heat in Oil</td>
<td>5.9</td>
</tr>
<tr>
<td>(1000 Lbs.)</td>
<td>19.2 oz. – 6 Bags in Paperboard Box</td>
<td>Microwavable</td>
<td>255.3</td>
</tr>
<tr>
<td>Cookies</td>
<td>16.5 oz. Plastic Tube</td>
<td>Dough</td>
<td>12.3</td>
</tr>
<tr>
<td>(1000 Lbs.)</td>
<td>14.0 oz. Paperboard Box with LDPE/Foil Bag</td>
<td>Ready to Eat</td>
<td>92.2</td>
</tr>
<tr>
<td>Salad Dressing</td>
<td>.6 oz. Foil/LDPE Pouch</td>
<td>Add oil &amp; water</td>
<td>2.4</td>
</tr>
<tr>
<td>(4000 Servings)</td>
<td>16 oz. PETE Bottle</td>
<td>Ready to Eat</td>
<td>20.1</td>
</tr>
<tr>
<td></td>
<td>12 oz. – 8 Plastic Cups/Paperboard Box</td>
<td>Ready to Eat</td>
<td>41.9</td>
</tr>
<tr>
<td></td>
<td>12 oz. Glass Bottle</td>
<td>Ready to Eat</td>
<td>148.5</td>
</tr>
<tr>
<td>Soup</td>
<td>26.0 oz. Plastic Bag</td>
<td>Dry Mix</td>
<td>6.2</td>
</tr>
<tr>
<td>(4000 Servings)</td>
<td>10.5 oz. Steel Can</td>
<td>Condensed</td>
<td>47.7</td>
</tr>
<tr>
<td></td>
<td>26.0 oz. Aseptic Container</td>
<td>Ready to Eat</td>
<td>72.0</td>
</tr>
<tr>
<td></td>
<td>10.75 oz. Single Serve PP Container</td>
<td>Ready to Eat</td>
<td>268.6</td>
</tr>
<tr>
<td>Macaroni &amp; Cheese</td>
<td>4.4 oz. Composite Pouch</td>
<td>Dry Mix</td>
<td>7.1</td>
</tr>
<tr>
<td>(1000 Servings)</td>
<td>14 oz. Paperboard Box with LDPE/Foil Pouch</td>
<td>Dry Mix</td>
<td>12.7</td>
</tr>
<tr>
<td></td>
<td>32 oz. – 4 PP Cups with Paperboard Sleeve</td>
<td>Dry Mix</td>
<td>47.3</td>
</tr>
<tr>
<td></td>
<td>10 oz. PP Tub with Paperboard Sleeve</td>
<td>Ready to Eat</td>
<td>62.9</td>
</tr>
<tr>
<td>Sports Drinks</td>
<td>18.4 oz. HDPE Container</td>
<td>Dry Mix</td>
<td>18.0</td>
</tr>
<tr>
<td>(4000 Servings)</td>
<td>32 fl. oz. PETE Bottle</td>
<td>Ready to Drink</td>
<td>132.0</td>
</tr>
</tbody>
</table>

F. The increase in the availability of single serve items points to the complexity of both packaging and sustainable design decisions. As shown in Table 8, packages that deliver consumer benefits such as convenience and portion control generate more discards than do bulk packages. When looked at through the lens of “sustainable packaging”, this appears to be a negative result. However, when a broader perspective on sustainability is applied, the results can be quite different.

For example:

- Smaller chip, candy, nut, and soda packaging can lead to reductions in sugar, salt, and caloric intake, thus providing weight control, dietary, and nutritional benefits.

- Single serve milk packaging can help reduce food waste by eliminating spillage and overly large portions.
- On-the-go yogurt packaging promotes healthy meals and snacking while it reduces related waste: Squeeze tubes and pouches eliminate the need for disposable spoons or straws.

Table 8: Packaging Efficiency Based on Serving Size

<table>
<thead>
<tr>
<th>Category</th>
<th>Package</th>
<th>Product/Package Ratio (%)</th>
<th>Net Discards (Lb.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snacks/Chips</td>
<td>10.5 oz. LDPE/Foil Bag</td>
<td>97/3</td>
<td>16.9</td>
</tr>
<tr>
<td></td>
<td>1.25 oz. LDPE/Foil Bag</td>
<td>94/6</td>
<td>62.1</td>
</tr>
<tr>
<td>Candy</td>
<td>4.5 oz. Plastic Wrapper</td>
<td>98/2</td>
<td>23.5</td>
</tr>
<tr>
<td></td>
<td>11 oz. – 35-0.31 oz. Bars in Plastic Bag</td>
<td>96/4</td>
<td>45.2</td>
</tr>
<tr>
<td>Yogurt</td>
<td>32 oz. PP Container</td>
<td>97/3</td>
<td>30.5</td>
</tr>
<tr>
<td></td>
<td>6 oz. PP Cup</td>
<td>96/4</td>
<td>40.6</td>
</tr>
<tr>
<td></td>
<td>16 oz. – 8 LDPE Tubes in Paperboard Box</td>
<td>91/9</td>
<td>89.9</td>
</tr>
<tr>
<td></td>
<td>16 oz. – 4 Pouches in Paperboard Box</td>
<td>85/15</td>
<td>152.0</td>
</tr>
<tr>
<td>Milk</td>
<td>32 fl. oz. Aseptic Composite Carton</td>
<td>96/4</td>
<td>30.4</td>
</tr>
<tr>
<td></td>
<td>48 fl. oz. – 6 Aseptic Composite Cartons</td>
<td>95/5</td>
<td>37.4</td>
</tr>
<tr>
<td>Nuts</td>
<td>16 oz. LDPE Bag</td>
<td>98/2</td>
<td>19.5</td>
</tr>
<tr>
<td></td>
<td>4.34 oz. – 7 Pouches in Paperboard Box</td>
<td>74/26</td>
<td>270.2</td>
</tr>
<tr>
<td>Soft Drinks,</td>
<td>2 Liter PETE Bottle</td>
<td>98/2</td>
<td>15.2</td>
</tr>
<tr>
<td>Carbonated</td>
<td>72 fl. oz. – 6-12 fl. oz. Aluminum Cans</td>
<td>96/4</td>
<td>15.1</td>
</tr>
<tr>
<td></td>
<td>60 fl. oz. – 8-7.5 fl. oz. Aluminum Cans</td>
<td>94/6</td>
<td>23.5</td>
</tr>
<tr>
<td></td>
<td>48 fl. oz. – 6-8 fl. oz. Glass Bottles in</td>
<td>57/43</td>
<td>378.2</td>
</tr>
<tr>
<td></td>
<td>Paperboard Carrier</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

III. OTHER OBSERVATIONS

A. Besides beer and wine packaging, glass is increasingly becoming the material of choice for smaller volume products. For example, national ketchup and mayonnaise brands appear to have eliminated glass in favor of PETE and/or HDPE, while more “upscale” brands continue to use glass. (For many people, the EPA listing of higher recycling rates for PETE and HDPE than glass for these types of containers will be counterintuitive.)

B. Packaging appears to play an increased role in manufacturers’ efforts to effectively control costs. Thanks to the unique shape and structural qualities of PETE, packaging can be used to reduce consumer perceptions regarding product size and pricing differences. For example, one national orange juice brand’s 59 fl. oz. PETE bottle looks similar in size to a standard half gallon (64 fl. oz.) HDPE container. Also, one brand of water uses a 101.4 fl. oz. PETE bottle that actually creates a larger size impression than the typical 128 fl. oz. (one gallon) HDPE jug.
C. The use of flexible plastic packaging has increased over the last 20 years. Soup, maple syrup, baby food, yogurt, and applesauce are all categories with increased use of flexible plastic packaging. Interestingly, many uses for these types of containers are for products with “green” consumer perceptions in categories such as yogurt, fruit juice, and fresh soup. Thus, the value of source reduction continues to be recognized by all types of retailers, marketers, and manufacturers.

IV. CONCLUSIONS

A. Reducing packaging weight continues to offer significant opportunities to minimize net discards, and thus conserve both materials and energy while reducing the generation of greenhouse gases and other pollutants. This is true for all materials and packaging types, regardless of the material(s) chosen.

B. The product-to-package weight ratio remains an excellent indicator when trying to make top-line decisions about packaging efficiencies. As an initial measure, this ratio provides a powerful and easy-to-understand metric.

However, it must be noted that packaging efficiency is only part of the overall sustainability equation. For example, a less efficient package that does a better job of reducing food waste, improving chances for reducing caloric intake, or eliminating the need of ancillary product use (e.g., disposal spoons or straws) may actually be a better option than a more efficient container.

C. As concluded in 1995 and again in 2007, consumer goods marketers and retailers should be encouraged to develop and aggressively promote flexible plastic packaging, concentrates, refills, dry mixes, and larger packaging sizes for appropriate applications. While flexible plastic packaging can cost more to produce, the savings in transportation energy generated across the supply chain can be used to offset this increase.

D. As stated in 2007, consumer goods marketers, retailers, and material producers should coordinate efforts to increase recycling of packaging used in out-of-home applications. This is especially true for smaller size beverages such as water, soft drinks, and juices. PETE, HDPE, steel, and aluminum have both the value and infrastructure in place to effectively reduce the use and impact of virgin materials. Consumers need to be motivated to either bring these packages home for placement in their recycling bins, or provided with easy-to-find, out-of-home, recycling collection sites.
E. **Ultimately, packaging decisions are driven by consumer perceptions and lifestyle requirements.** In many cases, these factors lead to more packaging, rather than less. Two examples come to mind:

1. **We Tend to Equate Quality with Quantity**  
   A 500ml bottle of store brand water weighs 8.8 grams and has a retail price of $0.13. A 500ml bottle of a performance brand weighs 27.3 grams and retails for $1.19. While the latter’s heavier weight and higher price may increase quality perceptions among users, they generate greater environmental and economic costs for society.

2. **We Strive to Achieve Active, Healthy Lifestyles**  
   This state of mind leads to the demand for packaging to deliver convenience, ease of use, and portion control. Appropriate packaging responses generally lead to inefficiencies, as they require smaller sizes or the increased functionality needed to deliver ready-to-eat, ready-to-serve, and out-of-home product solutions.
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<td>Tuna</td>
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</tr>
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## Packaging Efficiency Study

<table>
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<tr>
<th>Category/Product</th>
<th>Package Type</th>
<th>Material Type</th>
<th>Pdct Wght</th>
<th>Pkg Wght</th>
<th>Total Wght</th>
<th>% Pdct</th>
<th>% Pkg</th>
<th>Comparison</th>
<th>Rec. Mat.</th>
<th>% Recycled</th>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kroger Ibuprofen</td>
<td>1000 Tablets (200 mg each)</td>
<td>HDPE Bottle</td>
<td>320.0</td>
<td>41.0</td>
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## Packaging Efficiency Study

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## Packaging Efficiency Study

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## Packaging Efficiency Study

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## Packaging Efficiency Study

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| Ketchup, Heinz           | 38 oz. Plastic Bottle | HDPE Bottle   | 907.2    | 55.0    | 962.2      | 94 / 6 | 6    | 60.6| 0   | 21             | 12.7        | 47.9           |                   |
| Plastic Cap              |             |               | 9.7      | 10.7    | 0          | 0      | 0    | 0.0 | 0   | 0.0             | 10.7        |                |                  |
| Paper Label              |             |               | 1.4      | 1.5     | 0          | 0      | 0    | 0.0 | 0   | 0.0             | 1.5         |                |                  |
| Composite Seal           |             |               | 0.2      | 0.2     | 0          | 0      | 0    | 0.0 | 0   | 0.0             | 0.2         |                |                  |
| Net                      |             |               | 907.2    | 66.3    | 973.5      | 93 / 7 | 7    | 73.1| 0   | 12.7            | 60.4        |                |                  |

| Ketchup, Simple Truth    | 20 oz. Plastic Bottle | PETE Bottle   | 567.0    | 37.4    | 604.4      | 94 / 6 | 6    | 66.0| 0   | 31             | 20.4        | 45.5           |                   |
| Plastic Cap              |             |               | 13.5     | 23.8    | 0          | 0      | 0    | 0.0 | 0   | 0.0             | 23.8        |                |                  |
| Paper Label              |             |               | 1.2      | 2.1     | 0          | 0      | 0    | 0.0 | 0   | 0.0             | 2.1         |                |                  |
| Composite Seal           |             |               | 0.2      | 0.4     | 0          | 0      | 0    | 0.0 | 0   | 0.0             | 0.4         |                |                  |
| Net                      |             |               | 567.0    | 62.3    | 619.3      | 92 / 8 | 8    | 92.2| 0   | 20.4            | 71.8        |                |                  |

| Mustard, Grey Poupon     | 8 oz. Glass Jar | Glass Jar      | 226.8    | 118.9   | 345.7      | 66 / 34| 6    | 524.3| 0  | 15            | 78.6        | 445.6          |                   |
| Steel Lid                |             |               | 7.3      | 32.2    | 0          | 79      | 0    | 0   | 72.4| 25.4           | 6.8         |                |                  |
| Plastic Label            |             |               | 1.0      | 4.4     | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 4.4         |                |                  |
| Plastic Seal             |             |               | 0.3      | 1.3     | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 1.3         |                |                  |
| Net                      |             |               | 226.8    | 127.5   | 354.3      | 64 / 36| 6    | 562.2| 0  | 104.1          | 458.1       |                |                  |

| Mustard, Grey Poupon     | 10 oz. Plastic Bottle | PETE Jar       | 283.5    | 21.2    | 304.7      | 93 / 7 | 7    | 74.8| 0   | 31             | 23.2        | 51.6           |                   |
| Plastic Cap              |             |               | 5.8      | 20.5    | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 20.5        |                |                  |
| Plastic Labels           |             |               | 1.5      | 5.3     | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 5.3         |                |                  |
| Composite Seal           |             |               | 0.3      | 1.1     | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 1.1         |                |                  |
| Net                      |             |               | 283.5    | 28.8    | 312.3      | 91 / 9 | 9    | 101.6| 0  | 23.2           | 78.4        |                |                  |

| Relish, Vlasic           | 10 Fl. Oz. Glass Jar | Glass Jar      | 295.7    | 168.5   | 464.2      | 64 / 36| 6    | 569.8| 0  | 15            | 85.5        | 484.4          |                   |
| Steel Lid                |             |               | 9.3      | 31.5    | 0          | 79      | 0    | 0   | 72.4| 24.8           | 6.6         |                |                  |
| Paper Label              |             |               | 0.5      | 1.7     | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 1.7         |                |                  |
| Net                      |             |               | 295.7    | 178.3   | 474.0      | 62 / 38| 6    | 603.0| 0  | 110.3          | 492.7       |                |                  |

| Relish, Vlasic           | 9 Fl. Oz. Plastic Bottle | PETE Jar       | 266.1    | 22.7    | 288.8      | 92 / 8 | 8    | 85.3| 0   | 31             | 26.4        | 58.9           |                   |
| Plastic Cap              |             |               | 4.6      | 17.3    | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 17.3        |                |                  |
| Paper Label              |             |               | 1.0      | 3.8     | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 3.8         |                |                  |
| Composite Seal           |             |               | 0.3      | 1.1     | 0          | 0       | 0    | 0.0 | 0   | 0.0             | 1.1         |                |                  |
| Net                      |             |               | 266.1    | 28.6    | 294.7      | 90 / 10| 10   | 107.5| 26.4  | 81.0           |             |                |                  |
## Packaging Efficiency Study

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<th>Material Type</th>
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<th>% Pkg</th>
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<th>% Recycled</th>
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<td>% Recip. Mat.</td>
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**Note:** The table above shows the packaging efficiency study results for various products. The columns include Category/Product, Package Type, Material Type,蒲装/ Wght, Total Wght, % Pdct, % Pkg, Lbs. of Pkg/100 Lbs. of Pdct, % Recip. Mat., % Recycled, Recycle Credit, and Net Discards.
## Packaging Efficiency Study

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<th>Category/Product</th>
<th>Package Type</th>
<th>Material Type</th>
<th>Pdct Wght</th>
<th>Pkg Wght</th>
<th>Total Wght</th>
<th>% Pdct</th>
<th>% Pkg</th>
<th>Equivalent Pkg from % From Recycled Mat.</th>
<th>% Recycled</th>
<th>Recycle Credit</th>
<th>Lbs. of Pkg/10000 Loads</th>
<th>Net Discards</th>
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## Packaging Efficiency Study

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### Packaging Efficiency Study

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January 2016
## Packaging Efficiency Study

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## Packaging Efficiency Study

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### Packaging Efficiency Study

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January 2016
## Packaging Efficiency Study

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## Packaging Efficiency Study

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<th>% Pkg</th>
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## Packaging Efficiency Study

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<th>Total Wght</th>
<th>% Pdct</th>
<th>% Pkg</th>
<th>Lbs. of Pkg/1000 Lbs. of Pdct</th>
<th>% From Rec. Mat.</th>
<th>% Recycled</th>
<th>Recycle Credit</th>
<th>Lbs. Discards</th>
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<th>Total Wght</th>
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<th>% Pkg</th>
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<th>% From Rec. Mat.</th>
<th>% Recycled</th>
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## Packaging Efficiency Study

### Category/Product

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<th>Lbs. of Pkg/ 4000 Servings</th>
<th>Lbs. of Pkg/ 100 Gallon Liquid</th>
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<td>Kroger Salad Magic (Dry)</td>
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<td>2.4 oz. 4 Pouches (0.6 oz. ea.) in Paperboard Box</td>
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### SHAMPOO

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<td>13.5 Fl. Oz. in Plastic Bottle</td>
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<td>Garnier Fructis</td>
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### SNACKS

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**Note:** The data includes detailed breakdowns of various products, including the weight of products and packages, percentage comparisons, and recycling credits and discards. The calculations are aimed at optimizing packaging efficiency and reducing waste.
## Packaging Efficiency Study

### SNACKS (cont.)

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<th>Category/Product</th>
<th>Package Type</th>
<th>Material Type</th>
<th>Pdct Wght</th>
<th>Pkg Wght</th>
<th>Total Wght</th>
<th>% Pdct</th>
<th>% Pkg</th>
<th>% From Rec. Mat.</th>
<th>% Recycled</th>
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January 2016
### Packaging Efficiency Study

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<th>Category/Product</th>
<th>Package Type</th>
<th>Material Type</th>
<th>Pdct Wght</th>
<th>Pkg Wght</th>
<th>Total Wght</th>
<th>% Pdct</th>
<th>% Pkg</th>
<th>% From Rec. Mat.</th>
<th>% Recycled</th>
<th>Recycle Credit</th>
<th>Net Discards</th>
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<td>PETE Bottle</td>
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## Packaging Efficiency Study

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<th>% From Rec. Mat.</th>
<th>% Recycled</th>
<th>Recycle Credit</th>
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<th>% From Rec. Mat.</th>
<th>% Recycled</th>
<th>Recycle Credit</th>
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## Packaging Efficiency Study

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### SOUP, FRESH REFRIGERATED

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## Packaging Efficiency Study

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## Packaging Efficiency Study

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<th>% Pkg</th>
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