Case Studies

Courtauld Commitment (Phase 1: 2005-2010)

Examples of household packaging optimisation and food waste.

Please address any enquiries to either the main Press Office contact for each company, if mentioned, or directly to WRAP at retail@wrap.org.uk.

Further information about the Courtauld Commitment can be found at www.wrap.org.uk/courtauld. Some of these case studies are also featured on the Recycle Now website at www.recyclenow.com.

Date: 03 March 2010
WRAP helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.
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Note: These are UK examples but some have a particular connection with Scotland (*), Wales (#) and Ireland (~) as marked in the Case Study headers.

These case studies show how the Courtauld Commitment signatories are working, alongside WRAP, to achieve the following household waste targets:

- To design out packaging waste growth by 2008 (achieved: zero growth);
- To deliver absolute reductions in packaging waste by 2010;
- To help reduce the amount of food the nation's householders throw away by 155,000 tonnes by 2010, against a 2008 baseline.

Courtauld Commitment Phase 2

Phase 2 follows the original Courtauld Commitment (Phase 1), launched in 2005. It moves away from solely weight-based targets and aims to achieve more sustainable use of resources over the entire lifecycle of products, throughout the whole supply chain.

At the launch of the Phase 2 Commitment on 4th March 2010, 29 major retailers and brand owners had already pledged their commitment to this voluntary agreement.
1.0 Asda Wal*Mart

Asda has achieved a 20% reduction in its own-label packaging, with a particular focus on cutting the amount of glass used.

1.1 Case Study 1: Glass Containers (packaging)

As a key partner in WRAP’s GlassRite project, Asda has worked with suppliers, advisory bodies and academics to prove that lightweight glass packaging can be delivered to market without affecting quality or sales. It has since reduced the weight of glass packaging for sauces, pickles, spices, coffee and wine bottles.

These initiatives have achieved an overall glass reduction of 2,871 tonnes compared to 2005.

“Asda Wal*Mart values its relationship with WRAP and the changes we have already put in place are making a big difference. By working closely with the programme on the Courtauld Commitment and the GlassRite project, we will achieve the massive target we have set ourselves: to reduce packaging by 25% the end of 2008.”

Julian Walker-Palin, Head of Corporate Policy for Sustainability & Ethics

1.2 Case Study 2: Sandwiches – Café Range (packaging/food waste)

Asda has successfully launched a new pack for their Café Sandwich range which is 56% lighter in weight. The new pack weighs just 7g, which is 9g lighter than the original 16g pack.

They have done this by reducing the cardboard outer sleeve and using a plastic film. The flow-wrap film maintains the freshness of the product for longer because it has a better seal and this can help to reduce food waste.

The new packaging shows more of the sandwich and its filling to the consumer and the new look maintains brand integrity. Packaging recycling information is provided on the back of the pack.

The smarter packaging leads to greater transport efficiencies as more sandwich packs can be loaded onto delivery vehicles.

“We are very pleased with the reductions we have delivered for our Café Sandwich range. This is one of the many packaging reduction initiatives we have landed in 2008.”

Greg Alder, Packaging Technical Manager, Asda
2.0 Boots UK Ltd

Boots' strategy for Christmas 2008 is to reduce the overall amount of gift packaging used, make recycling easier for the consumer and promote reusable containers. All Christmas 2007 gifts were reviewed with these aims in mind.

2.1 Case Study: Gifts – Botanics Essential (packaging)

For example, the Botanics Essential gift set packaging has been changed from a large rigid box with a vacuum wrapping and sleeve to a re-useable tin with a card sleeve. The tin is designed to hold all contents securely, thus removing the need for additional packaging to keep the products in place, while the card sleeve contains 80% recycled material.

The 2008 set therefore uses a fraction of the packaging of the 2007 set, even through the contents remain the same. The total weight has been cut from 477.8 grams to just 23 grams, generating savings of almost 453 grams per set. Furthermore, all elements can be easily recycled and the environmental impact of transit packaging and transportation has also been reduced due to the gift's smaller footprint.

Boots is now implementing similar changes across a wide range of gifts, achieving typical savings of 5 tonnes of packaging per product line.

"Packaging optimisation has been a key part of Boots' strategy to improve the sustainability of all our products. We consider the entire product journey, from design through raw material sourcing, production and retailing to consumer use and end of life. Our aim is to continue to develop products that have the best environmental and ethical profile.

About the Courtauld Commitment:

"Working in partnership with WRAP through the Courtauld Commitment has enabled us to ensure our approach is aligned with national strategy. This means we can collectively tackle the challenge of developing a truly holistic approach to sustainable production and consumption."

Andrew Jenkins, Sustainable Development Manager – Products, Boots UK Ltd.

Press office contact: Fiona Lakin - 0115 959 2901
3.0 Britvic Soft Drinks Ltd

Over the past two years Britvic has invested more than £5 million in making changes to its Robinsons brand to reduce the weight of packaging used and improve its environmental impact.

3.1 Case Study: Plastic Bottles – Robinsons (packaging)

This has included redesigning the Robinsons 1 litre bottle to remove 1.5 grams of weight and reduce the height by 1.5 mm, saving 250 tonnes of plastic. Britvic was also able to then reduce the amount of cardboard used in the trays displaying the bottles in store by 5%, saving 50 tonnes of cardboard per year.

The redesign of the Robinsons large packs (2, 3 and 4 litre) enabled the removal of between 8 and 63 grams of plastic per bottle, totalling over 800 tonnes of plastic saved per year.

The company did not stop there and also reduced the weight of the bottle and cap used for its Robinsons Fruit Spring range. This cut overall packaging by a third and saved an additional 228 tonnes per year.

Britvic is now about to roll out 1 litre bottles with a further weight reduction of 2 grams. This change will save 330 tonnes of plastic per year, as well as cutting energy needs by 5% and generating further carbon reductions.

In total these measures have reduced the amount of packaging used in Robinsons products by over 1,670 tonnes per year. They have also cut the number of lorry loads needed to transport the products; in fact, the new 1 litre bottle design means 25% more cases of Robinsons can be loaded onto pallets, cutting lorry loads by 1,500 per year and saving approximately 350 tonnes of carbon emissions.

About the Courtauld Commitment:

“Britvic has a long-standing responsibility to the environment and for many years we have had Board-level commitments to improve energy efficiency and reduce waste from our operations. In 2007 we became the first soft drinks company to sign up to the Courtauld Commitment, and working with WRAP in this way means we can continue our waste reduction work at our own sites and through the packaging sent to our customers and consumers.”

Graham Dale, Head of Quality, Safety and Environment, Britvic Soft Drinks Ltd

Press office contact: Susan Turner - 01245 261871
4.0 Burton’s Foods

Burton’s Foods demonstrated its commitment to reducing its effect on the environment by signing up to the Courtauld Commitment and stopping the growth of primary packaging in 2008.

In addition, the company has further increased the recycled content of packaging and will have eliminated PVC trays from all packaging by the end of 2009.

4.1 Case Study: Confectionery – Maryland Minis (packaging)

In the last two years Burton’s Foods has reduced the weight of packaging on many of its key brands including film sizes on Maryland Minis. The company decided to reduce the thickness of the film and the cut-off, which has achieved 32% reduction in the multipack film weight.

About the Courtauld Commitment:

“Burton’s Foods recognises the significant impact sustainable efforts can have on the environment. We are committed to behaving responsibly to help sustain the integrity and biodiversity of the local, regional and global eco-system.

“Through our partnership with WRAP, and the Courtauld Commitment agreement, we are confident that we can deliver our pledges to increase the use of recycled packaging and cut the relative amount of packaging we use.”

Jo Shears, Strategic Project Manager, Burton’s Foods

Press office contact: Charlotte Nye - 01727 899700
5.0 Cadbury
5.1 Case Study: Confectionery - Easter Eggs (packaging)

As a leading member of a resource efficiency initiative set up by industry called the Seasonal Confectionery Working Group (SCWG), Cadbury has made further steps towards reducing its environmental impact in 2009 by continuing to reduce packaging around its boxed Easter Eggs.

The company has been working with WRAP and other suppliers to deliver a minimum 25% reduction in packaging across medium shell eggs, resulting in 220 tonnes less plastic being used, 250 tonnes of cartonboard and 90 tonnes less transit / display packaging.

In addition, Cadbury has also made significant savings on its large shell egg range, achieving a 30% reduction in packaging, eliminating 108 tonnes of plastic, 65 tonnes of cartonboard and corrugated cardboard by 44 tonnes.

The ‘Eco eggs’ range, originally launched in 2008, has also been expanded and features refreshed designs for the 2009 season. Eco Eggs are unboxed, and include ‘Treasure Eggs’ - milk chocolate shell eggs containing chocolate treats inside the egg - and ‘Eggheads’; hollow milk chocolate shell eggs featuring six different designs on the foil. The Cadbury Eco Eggs range won the best packaging award at the Green Awards 2008.

“Cadbury is committed to reducing its impact on the environment, which reinforces the company’s ability to meet consumer demand for more environmental Easter Egg packaging. We are very pleased with the reductions that we have made in both medium and large boxed Easter Egg packaging and will continue to work with suppliers to improve this further in the future.”

Doug Hughes, S&T, Packaging Development and Commercialisation Manager at Cadbury

About the Courtauld Commitment:
“The Courtauld Commitment is a strong foundation to drive an absolute reduction in packaging and must be seen as only the starting point to developing a truly sustainable supply chain.

“Cadbury’s commitment to the environment is at the heart of its workplace culture and the company has worked hard for the past 15 years to reduce its impact on the environment. Working with WRAP and participating in the independent UK waste forum has allowed Cadbury to further understand the specific role packaging plays within the complicated UK waste strategy. It also provides an opportunity to connect with organisations that have similar beliefs and challenges.”

Doug Hughes, S&T, Packaging Development and Commercialisation Manager, Cadbury
6.0 Coca Cola Enterprises Ltd

6.1 Case Study 1: Glass Bottles – 330ml Range (packaging)

Coca-Cola Enterprises Ltd (CCE) has reduced the weight of its iconic 330ml glass Contour Bottle by a fifth, an initiative which will save more than 3,500 tonnes of glass and an estimated 2,200 tonnes of CO2 per year.

All new 330ml glass bottles of Coca-Cola, diet Coke and Coca-Cola Zero have been reduced from 263g to 210g using new specifications known as the ‘Ultra’ design. This retains the bottles’ trademark dimensions and maintains quality and strength while significantly improving environmental performance.

The company has also worked with its suppliers and WRAP to reduce the weight of its 500ml PET bottles to just 24g, which will cut the amount of PET plastic used by 700 tonnes per year. This included redesigning the pre-form bottle from which other bottles are produced and modifying CCE’s manufacturing sites in Sidcup and Wakefield.

“Our work to reduce the weight of our bottles demonstrates how packaging can be optimised without affecting customer perception, product quality or brand values.

“We are always looking for ways to reduce the impact of our business on the environment and are prepared to adapt even our most precious assets, including the Contour Bottle.

“Our partnership with WRAP as part of the Courtauld Commitment is a key part of this and we look forward to continuing our work with the team to seek further sustainable packaging solutions.”

Erika Coghlan, VP Corporate Affairs, CCE
6.2 Case Study 2: Aluminium Drink Cans (packaging)

Coca-Cola Enterprises Ltd (CCE) has reduced the weight of its aluminium drinks cans by 5%, leading to significant raw material and carbon savings.

CCE led the technical development of this new can, working with project partners WRAP and Beverage Can Makers Europe (BCME), to extensively test the design at its UK manufacturing sites. The project represents the first time within the EU that the body of a can, rather than the base alone, has been reduced in weight.

The new can body target width is only 0.097mm wide – about the width of a human hair. Around 6.5 billion of the cans have already been distributed, with further implementation planned across Europe in 2009. Detailed scientific analysis carried out during development means that the lighter cans remain as robust as ever, with no compromise on packaging quality.

This lighter design will save 15,000 tonnes of aluminium across the EU every year, with an average recycled content of 50%; this is a CO₂ reduction of approximately 88,000 tonnes – equivalent to removing nearly 28,000 cars from the road.

“At CCE we are committed to constantly improving the sustainability of our business and this work has changed the design of aluminium drinks cans forever. The project is now delivering a significant reduction to the carbon footprint of our business across Europe and we are also working to identify further packaging improvements.”

Hubert Patricot, European President, Coca-Cola Enterprises Ltd
7.0 The Co-operative Group

The Co-operative Group has made significant progress on reducing their environmental impact and packaging waste through lightweighting glass bottles as the following examples show.

7.1 Case Study 1: Glass Bottles – Spirits* and Ale (packaging)

Since April 2007, The Co-operative has been using what is believed to be one of the world’s lightest 70cl spirits bottle, which has been developed and produced by Ardagh Glass, to package their own-label whisky.

The container was the first commercially available 70cl spirits bottle to break the 300g weight barrier - at just 298 grams. The new resource-efficient design has not affected the bottle's performance or its consumer appeal and saves the company 20 tonnes of glass per year.

**Ale**

The Co-operative has also introduced glass lightweighting on their premium bottled ale range as part of WRAP’s GlassRite project. This has resulted in annual savings of around 138 tonnes of glass.

Working with Freeminer Brewery, The Co-operative has reduced the bottle weight of its 500ml Goldminer, Organic and Bumble Bee Honey Ales by 22% from an original weight of 385g and reduced its 422g Strong Ale bottle by nearly 30%.

“We have also lightweighted our wine and Czech beer bottles which has saved us around 1,000 and 49 tonnes of glass per year respectively.

In total our lightweighting activities have taken about 1,200 tonnes of glass out of the UK waste stream. That is like taking 260 cars off the road in one year and 840 tonnes of CO2 equivalent.”

Iain Ferguson, Commercial Packaging Manager, The Co-operative Group.

If all whisky, vodka and gin bottles purchased by UK households switched to this 298g tall round bottle weight (left), over 13,000 tonnes of glass and 11,000 tonnes of CO2eq. could be saved. (Source: WRAP)

7.2 Case Study 2: Food Waste - plastic bag (food waste/packaging)

In June 2009, The Co-operative Group is believed to have become the first retailer in the UK to include storage instructions for fruit and vegetables on its fresh produce bags to help tackle the growing problem of household food waste in support of the ‘Love Food Hate Waste’ campaign.

The storage instructions relate to a selection of loose fruit and vegetables that The Co-operative stocks and indicate the optimum conditions under which each of the products should be kept to maintain freshness e.g. ‘apples kept in the fridge can keep for an extra two weeks.’
Printing the instructions on the bags ensures that customers can take the information home with them.

The Co-operative is also supporting the ‘Love Food Hate Waste’ campaign by switching the emphasis of its promotional offers on perishable goods, such as fruit and vegetables, from buy one, get one free (known as bogofs) to half-price offers. The Group hopes that this will further reduce food waste in the home by helping customers buy what they actually need, rather than doubling up on items they perhaps don’t necessarily want simply to take advantage of the promotional deal.

About the Courtauld Commitment:
“Being involved with WRAP and the Courtauld Commitment has been a great way of focussing our environmental efforts - their guidance and support has been extremely valuable to us. Our involvement in the project, and particularly working on the lightweight glass bottles, proves that it is possible for packaging to be resource efficient, without compromising performance or consumer appeal.”

Iain Ferguson, Commercial Packaging Manager, The Co-operative Group

Press office contact: Michelle Henderson - 0161 827 5290
8.0 Dairy Crest

8.1 Case Study 1: Plastic Bottles - Milk (packaging)

Dairy Crest started by supplying Marks & Spencer with milk in HDPE bottles containing 10% recycled plastic, then the company went on to develop a prototype handle-free plastic milk bottle.

8.2 Case Study 2: Plastic Container - Milk in a Bag (packaging)

An innovative low waste milk packaging alternative to plastic bottles and tetra paks developed by Dairy Crest was rolled out by Sainsbury’s. “Milk in a bag” is a system where milk is supplied in a recyclable bag, which works with a specially designed reusable jug. The bags are made from very strong low-density plastic material and have undergone extensive testing to ensure their durability. The milk bag fits within the reusable jug - JUGIT™ - which contains a spike that pierces the bag, forms a no-leak seal, and delivers milk through the spout.

About the Courtauld Commitment:

“We demonstrated our commitment to finding a more environmentally friendly solution to the problem of packaging waste by signing the Courtauld Commitment in 2007. Since then the innovations that we have developed show that we are prepared to continue, in partnership with our retail customers, to strive to find solutions to help us meet the targets set by the Courtauld Commitment for 2010.”

Mark Allen, Dairy Crest, CEO, Dairy Crest
9.0 Danone Waters (UK & Ireland Ltd)

Reducing the environmental impact of packaging is a top priority for Danone Waters UK Ltd.

9.1 Case Study: Plastic Bottles (packaging)

Danone has introduced recycled PET (rPET) plastic bottles into the UK in 2008. Danone is also reducing the amount of PET packaging reaching consumers and is targeting an additional 10% reduction in plastic packaging by the year 2010.

Historical reductions in packaging of 30% and other measures have cut the carbon footprint of Evian and Volvic waters, with an overall 7% reduction in CO2 emissions since 2005. An additional 5% reduction has been set as a target for the end of 2008.

“We are committed to proactively managing and lowering our environmental footprint so we can become more environmentally friendly as our business grows. As a signatory of the Courtauld Commitment, we strive to reduce packaging and invest in initiatives that cut packaging waste.”

Louise Coupe, DWUK Sustainability Manager, Danone Waters
10.0 Duchy Originals

10.1 Case Study: Confectionery – Chocolate Bezants (packaging)

Duchy Originals has introduced a new packaging format for its Chocolate Bezants, which replace the company’s Chocolate Thins product.

By using a folding box design rather than the former box and lid, the company has reduced the weight of the packaging from 68g for 200g of product to 26g for 160g of product, achieving a 48 per cent weight for weight saving and associated savings in carbon.

Furthermore, the new design uses carton board which is certified by the Forestry Stewardship Council (FSC), ensuring that the raw materials are sourced from sustainable timber supplies only.

About the Courtauld Commitment:
“Duchy Originals is an active signatory to the Courtauld Commitment with work underway to optimise packaging across our product ranges in line with our Good Food Charter. We are currently trialling a variety of different packaging formats, the fruits of which will be brought to market over the coming months.

“We take our responsibilities as a sustainable brand very seriously in terms of identifying ways to reduce overall packaging weight, as well as considering transport efficiencies and lowering our carbon impact.”

Tim Appleton, Group Technical Manager, Duchy Originals

Before
Chocolate Thins (200g product)

After
Chocolate Bezants (160g product)
11.0 Greencore Group UK

Greencore has made a number of changes in an effort to reduce its packaging.

11.1 Case Study 1: Plastic Packaging - Yorkshire Puddings (packaging)

One example is its reduction of plastic packaging for a range of Yorkshire pudding products produced at its Frozen Foods site in Leeds.

The Yorkshire puddings were previously packed in multiple plastic trays inside bags, but are now being packaged using new “form and fill” technology, whereby products are placed loose in film bags. This new packaging method allows extra flexibility without compromising protection. A significant benefit is that more products can fit on each pallet – helping to reduce the amount of transport needed and the associated carbon emissions.

By changing the way the Yorkshire puddings are packed, Greencore Frozen Foods has reduced the pack weight of five different products by an average of nearly 70% during 2007, saving 115 tonnes of plastic from potential landfill.

11.2 Case Study 2: Plastic Bottles (packaging) * #

Greencore Group has two water bottling plants in the UK – one in Scotland and one in Wales. Both these plants have reduced the weight of their plastic ‘pre-form’ bottles – this is the test tube-shaped form from which the bottle is then blown.

Last year in Scotland these reductions amounted to approximately 110 tonnes of PET material, with no loss of quality or with any detrimental effects.

About the Courtauld Commitment:
“As major suppliers of convenience food and water to most of the large supermarkets, being involved in the Courtauld Commitment has enabled us to increase our focus on establishing a number of packaging reduction initiatives across our wider product range. This has seen us working with customers and suppliers to drive reductions of packaging waste right through the supply chain, helping to minimise waste to landfill at every step.”

Helen Sisson, Group Technical Director, Greencore Group UK

Press office contact: Michael Evans - 01909 545966
12.0  H J Heinz Company Limited

12.1  Case Study: Plastic Bottles – Tomato Ketchup (packaging)

In April of this year, Heinz unveiled a ‘new look’ bottle for its famous Heinz Tomato Ketchup.

In the biggest change since Heinz pioneered the Top Down bottle, Heinz Tomato Ketchup is now packaged in a new type of clear plastic which can be recycled and also enables customers to clearly see the rich red tomato sauce inside.

By switching to the new clear plastic, Heinz will reduce the total weight of its Heinz Tomato Ketchup bottles by as much as 9 per cent – a saving of almost 340 tonnes of plastic material each year.

“As a leading manufacturer of great tasting foods, Heinz is committed to reducing its impact on the environment as a result we were the first brand to sign up to the Courtauld Commitment.

“Earlier this year we established nine key sustainability goals of which a commitment to reduce packaging is a key part. The introduction of the new plastic for Heinz Tomato Ketchup is one further example of how we are taking action and responding to consumer needs and demands.”

Nigel Dickie, Director - Corporate and Government Affairs, H J Heinz

Before

![Image](before.png)

After

![Image](after.png)

Press office contact: Nigel Dickie - 0208 848 2726
"Iceland has been working in conjunction with WRAP for a few years on a number of initiatives to work towards the targets set by the Courtauld Commitment. As a result Iceland has managed to reduce our overall packaging waste even though sales have increased year on year. There are a number of initiatives in the process of trials on key areas of frozen and chilled which we will be sharing results with WRAP over the course of the next few months."

Lisa McCleary, Packaging Manager, Iceland
14.0 Kellogg’s

“Our involvement with WRAP and the Courtauld Commitment in the UK has really brought the issue of packaging into sharp focus for Kellogg’s. Over the last 12 months, the company has been developing a new global sustainability strategy and as part of this we are considering adopting the UK targets set under the Courtauld Commitment at a European level too.”

Chris Wermann, Corporate Communications Director UK and Northern Europe, Kellogg’s

Press office contact: 0161 869 5500
15.0 Marks & Spencer

M&S has been working to reduce the environmental impact of its packaging for many years. Its commitment to this has been highlighted by ‘Plan A’, which was launched in January 2007.

Plan A highlights four key packaging commitments for M&S to work towards:

- Reduce non-glass product packaging by 25% by 2012
- Increase the recyclability of packaging
- Use more sustainable materials, such as recycled content, in cardboard and plastics
- Label all packs with recycling information to help customers dispose of the packaging in a more responsible way

15.1 Case Study 1: Plastic Meat Pack (packaging/food waste)

One recent example is the company’s work to reduce the packaging associated with its beef joints and steaks.

M&S was looking for a solution to replace the plastic tray in which the beef joint was previously packaged, but needed to ensure that the preservation of the meat was front of mind. The solution was a ‘skin pack’ – a type of packaging that is wrapped tightly around the product.

Not only does this method cut down the packaging weight by up to 69%, but it also keeps the meat fresher for up to four extra days, which means it is less likely to go to waste.

“M&S is committed to reducing packaging and working with WRAP as part of our Plan A commitments.”

Dr Helene Roberts, Head of Food Packaging, M&S

Before

After
15.2 Case Study 2: Confectionery Easter Eggs (packaging)

As part of its Plan A eco-plan, Marks & Spencer has reduced the packaging around Easter products by 17.5 tonnes since 2008, the equivalent weight of three double-decker buses.

M&S Easter egg packaging has been reduced by almost 30% and is now using its highest ever percentage of recycled materials. The ‘Max the Bunny’ egg - one of the retailer’s most popular products - has seen material reduced by 90% by replacing the plastic drum packaging with a light weight printed plastic film.

Over 85% of packaging across the M&S Easter range is now recyclable and over 70% of materials are derived from sustainable sources. 83% of all cardboard used is from Forest Stewardship Council accredited sources and 68% of all plastic used contains recycled materials, reducing the need to use virgin oil plastics.

“We have worked really hard to reduce the packaging on our Easter range whilst maintaining a fabulous looking product - we understand that our customers still want to buy beautiful looking gifts, just with less packaging and we are making it easy for them to do this.”

Helene Roberts, Marks & Spencer’s Head of Packaging

Press office contact: Liz Williams - 020 8718 8777
16.0 Mars

Mars UK, as a signatory to the Courtauld Commitment, took part in a project with WRAP to trial methods for lightweighting glass containers and another to redesign the tins used to retail its brand of small, mixed, wrapped chocolates.

16.1 Case Study 1: Glass Containers (packaging)

To environmentally improve the Uncle Ben's 500g jars, new moulds were created which altered the design slightly and minimally reduced the height. This enabled a 6% weight reduction to be achieved and produced an overall saving of 450 tonnes of glass per year (based on 2007 volumes).

16.2 Case Study 2: Confectionery Plastic Container – Celebrations (packaging)

To improve the design of its chocolate tin, a switch to a plastic tub was explored. By pursuing this to conclusion, Mars was able to reduce the weight by 46% achieving a 720 tonne yearly saving in material.

Through working with WRAP, Mars has also been able to improve its transport packaging. By replacing corrugated carton board cases with plastic shrink wrap, an 87% weight reduction has been achieved allowing a further 135 tonne saving in packaging each year.

Furthermore the new tub is designed for reuse rather than disposal. They have been made dishwasher, microwave and freezer proof, making them widely useable around the home after the chocolate contents have been consumed. Reuse is encouraged through clear labelling on the tub.

Mars has also been able to improve its transport packaging on Celebrations tubs. By replacing corrugated carton board cases with plastic shrink wrap, an 87% weight reduction has been achieved and 135 tonnes less packaging is now produced each year.
16.3 Case Study 3: Confectionery Easter Eggs (packaging)

As a leading member of a resource efficiency initiative set up by industry and facilitated by WRAP called the Seasonal Confectionery Working Group (SCWG), reducing environmental impact was central to the design of Mars’ 2009 Easter range design.

Mars Chocolate UK achieved a 42% reduction in the cardboard weight of its medium-sized eggs, exceeding the SCWG self-imposed target of 25% significantly and saving an estimated 200 tonnes of cardboard each year.

In addition to this, Mars has reduced their plastic insert weight by 35%, and the remaining Easter Egg packaging is now 100% recycled cardboard and carries a light-hearted bunny logo to demonstrate this.

The Easter Eggs now also carry on-pack advice on how and where to dispose of the packaging, encouraging consumers to recycle.

By 2010 Mars aims to reduce packaging by a further 10%. In line with this, Mars has further innovative packaging reductions planned for 2010.

“By 2010 Mars aims to reduce packaging by a further 10%. In line with this, we have further innovative packaging reductions planned for 2010.”

Alexia Fitz, Corporate Affairs Executive at Mars

Medium egg 2009

Teen egg 2009

About the Courtauld Commitment:

“Through the Courtauld Commitment, WRAP has enabled a collaborative environment for packaging change throughout the UK. Mars has openly supported this initiative which fits with one of our guiding principles, which is to use raw materials as efficiently as possible.

“We see WRAP as a valuable partner, not only in helping Mars to deliver against its Courtauld commitments, but also as a source of information and discussion, to guide the future direction of sustainable packaging development in Mars.

“We look forward to continuing our co-operation and dialogue with the WRAP team.”

Amanda Davies, European Packaging Development Director

Press office contact: Alexia Fitz - 01753 550055
17.0 Morrisons

17.1 Case Study: Carton Board - ‘Prepared for You’ (packaging)

Morrisons has reviewed its ‘Prepared for You’ packaging, which is used across the 1,700 food products that are freshly prepared in store each day.

Changes to reduce the packaging across the range have resulted in Morrisons using an estimated 390 tonnes less packaging materials every year. Much of the packaging is also now recyclable.

Examples include:

- Fully recyclable cardboard cake boxes for our Cake Shop range of 150 cakes
- Reduced the thickness of the packaging so that fish bags and trays are thinner and lighter for over 50 types of fish at the Fishmongers. This has resulted in 40 tonnes of packaging being saved each year.
- New lightweight meat trays for 150 cuts of meat at the Butchers
- New cauliflower and broccoli bags, saving 85 tonnes of packaging per year through the removal of trays and labels
- Thinner and lighter flower and plant carriers, saving an additional 97 tonnes of packaging per year
- Morrisons has also taken steps to encourage consumers to recycle packaging and help reduce food waste. This includes an information labelling campaign to inform shoppers about recycling options available and providing advice about storing and using food in ways that help reduce food waste.

About the Courtauld Commitment:

"Morrisons is committed to reducing the volume of household packaging waste and finding more recyclable packaging alternatives and our involvement with the Courtauld Commitment is helping us to achieve this.

To date, we have achieved 47% of our target to reduce our own band packaging by 15% by 2010."

Richard Taylor, Corporate Affairs Director, Morrisons

Press office contact: Mark Duffel, 0845 611 5371
18.0 Müller Dairy (UK) Limited

In order to achieve the targets set under the Courtauld Commitment, Müller Dairy (UK) Limited has embarked upon a number of packaging weight reduction projects.

18.1 Case Study: Plastic Yogurt Pots (packaging)

A powerful demonstration of its commitment to this is the company’s yogurt pot base web reduction programme, which has taken place across Müller’s brand portfolio. This involves reducing the weight of the plastic yogurt pots as much as possible, while still ensuring that packaging is fit for purpose.

Through such projects Müller forecasts achieving a packaging weight saving of 500 tonnes for 2008.

About the Courtauld Commitment:

“Our strategy is to develop a holistic approach to assessing and tackling the impact that different aspects of our business have on the environment. We are keen to work with both our customers and suppliers to identify where sustainable improvements can be made.

“Signing up to the Courtauld Commitment fits perfectly with that philosophy, as WRAP aims to work in partnership to reduce waste that ends up in the household bin. In order to achieve optimum results it is fundamental to get the buy-in of all parties involved. WRAP’s initiative means that suppliers and retailers are working towards the same objectives and, as part of that process, are willing to share knowledge and experiences to achieve a common goal.

“Becoming a Courtauld Commitment partner has helped us to accelerate our environmental programme, both through identifying more quickly the steps we can take and by establishing methods to measure our progress.”

Stewart Gilliland, CEO, Müller Dairy (UK) Limited
19.0  Musgrave (Budgens and Londis) ~

Musgrave Retail Partners Great Britain, which operates the Budgens and Londis franchises, has made considerable progress in reducing the environmental impact of packaging throughout its supply chain, whilst ensuring that it is fit for purpose by protecting the product and preventing waste, as well as being cost effective.

One of the company’s key sustainability principles is to focus on waste prevention by using resources more efficiently and eliminating unnecessary layers such as outer labels, cartons and sleeves.

In addition, new product packaging is designed in relation to packaging and product weight ratios using ‘benchmarking’ data held by the organisation. Any improvements in packaging and the associated sustainability benefits are clearly communicated to customers, suppliers and other stakeholders through the Group’s Sustainability Reports, helping to demonstrate any positive packaging changes.

19.1  Case Study: Vegetables (packaging)

One example of the improvements made is to its sugar snap peas – the packaging format has been changed from over-wrapped trays to lightweight plastic pouches. The overall material weight reduction following this design modification was more than 81%, saving more than 2.5 tonnes of materials each year.

The company estimates that through packaging optimisation, reductions in packaging weight across its current range of fruit and vegetables of over 100 tonnes have been achieved.

“With the support of WRAP, Musgrave Group is working to drive innovation and change aimed at reducing the packaging associated with our own-brand products. Our main focus is to eliminate unnecessary packaging components and then lightweight what remains, whilst ensuring that it complies with the requirements of our Packaging Policy particularly in terms of resource efficiency and recyclability. Our aim is to achieve ‘best in class’, whilst taking account of the demands of our consumers with regards to product quality.”

John Curran, Group Environmental Executive, Musgrave Group.

Press office contact: Ms Edel Clancy - +353 21 452 2123
20.0  Nestlé UK Ltd

20.1  Case Study 1: Confectionery Tin - Quality Street (packaging)

Nestlé has taken significant steps to reduce the packaging surrounding its Quality Street tins without compromising consumer perception.

In 2008, the company reduced the height of its large 1.2 kg tins by 10mm to save more than 200 tonnes of steel per year. They also cut the weight of their small round Quality Street tins to save 37 tonnes of steel per year.

Importantly, these changes to external packaging have not affected consumer perception and sales of the 1.2 kg Quality Street tin remain as popular as before.

Quality Street twist wrappers are now made from a compostable material which comes from a renewable resource – wood-pulp from managed plantations. On pack labelling informs consumers how to dispose of the wrappers.

“Nestlé is committed to eliminating unnecessary packaging without compromising product quality or the customer experience. These subtle changes have not affected sales and the 1.2 kg Quality Street tin remains in the No. 1 sales position for tins.”

Ralf Fiala, Head of Packaging
Case Study 2: Confectionery - Easter Eggs (packaging)

As a leading member of a resource efficiency initiative set up by industry, the Seasonal Confectionery Working Group (SCWG), Nestlé has been working to reduce its impact on the environment.

Between 2006 and 2008 Nestlé, which sells one in four Easter eggs in the UK, reduced the packaging surrounding its small Easter eggs by 30%, mug eggs by 14% and adult/premium eggs by 24%.

For Easter 2009, Nestlé, which produces SMARTIES®, KIT KAT® and AERO® products, was the first of the large manufacturers to remove all plastic inserts from chocolate Easter eggs, replacing the rigid plastic casing that surrounds its small and medium eggs range (known as rPET thermoforming) with a carton board fitment. The small and medium sized eggs range equates to 80% of Nestlé’s total range.

In 2009 Nestlé also cut the weight of packaging for its small eggs by another 30%, medium eggs by 27% and adult/premium eggs by 23%, resulting in an overall reduction of 30% in packaging across the Easter range and a weight saving of 784 tonnes of packaging, the equivalent weight to over 100 double-decker buses.

This reduction in carton size for the small and medium eggs enabled a greater number of cartons to be packed within each pallet, meaning that 48,000 road miles in transporting Easter eggs were saved.

The sweets inside SMARTIES® and MILKY BAR® small eggs have also had their plastic packaging removed.

Additionally since 2007, the back of Easter Egg packs have been dedicated to encouraging consumers to recycle the packaging, as well as providing hints and tips on recycling.

“Nestle is taking major steps to respond to consumer concerns about excessive Easter egg packaging. Consumers tell us that they find plastic Easter egg packaging bulky and difficult to recycle. We’ve worked hard this year to get rid of it where we can and use recyclable cardboard instead. Our ultimate aim is to eliminate the use of plastic from our Easter egg ranges.”

David Rennie, Managing Director, Nestlé Confectionery

On pack tips and hints encourage children to recycle.

Press office contact: Elizabeth Hayes - 020 8667 5317
21.0 Northern Foods

21.1 Case Study: Carton Board - Pizza Box (packaging)

By changing the design of its Goodfella’s pizza box, Northern Foods has been able to reduce the total weight of packaging used on this product by 4,000 tonnes per year. Plus, because the new packaging allows more efficient stacking on each pallet, the company has been able to achieve a reduction of one million transport miles annually and a 75% reduction in the number of damaged pizzas reaching the consumer.

“We have been accelerating our efforts on waste management by minimising the quantity of waste produced and reducing the quantity of waste disposed to landfill. This includes developing a strong reputation for packaging innovation. Working in partnership with our retailer customers and WRAP, we have developed a series of initiatives to reduce the weight of our packaging – including the Goodfella’s pizza box work.”

Paula Widdowson, Director of Corporate Social Responsibility, Northern Foods

Press office contact: Paula Widdowson - 0113 390 0193
22.0 Premier Foods

22.1 Case Study: Hovis bread bags (plastic packaging)

Since 2006 Hovis has worked to gradually reduce the weight of packaging used for its bread bags across its branded range, and has also supported the reduction programmes of its Retail customers in the supply chain.

The total reduction in plastic achieved by reducing bag specifications, primarily through down-gauging, equates to over 1,200 tonnes to the end of 2008.

“The Hovis division has a continuous review programme in place which has enabled reductions in packaging weights to happen without affecting product or brand quality. We will continue to review our packaging specifications and anticipate being able to deliver further reductions.”

Julia Herring, Packaging Development Manager
23.0 Procter & Gamble

23.1 Case Study: Plastic Container - Ariel Excel Gel (packaging)

Procter & Gamble has achieved multiple environmental and logistical benefits by introducing a new gel format for its Ariel laundry detergent.

Ariel Excel Gel uses up to a 14 per cent reduction in packaging when compared to the common compact liquid form on a comparable wash. The compact gel saves 40-50% of water and 30%-40% of energy in the manufacturing process and because every case, pallet and truck can now carry more bottles, 40% fewer lorry journeys are needed for distribution.

Furthermore, the gel enables clothes to be cleaned effectively using wash cycle temperatures as low as 15°C. Washing in cold water can save 40% of the energy used in the wash cycle, saving energy required for the washing machine to heat the water.

The introduction of an innovative squeeze bottle design and dosing device helps consumers to get the gel out easily. Dosing correctly avoids waste and gives the consumer better value for money.

“At Procter & Gamble we are always seeking to integrate environmental improvements into the heart of our business and working with WRAP, as part of the Courtauld Commitment, is a key aspect of this.

“We are committed to improving the sustainability of our products, packaging and operations globally and product innovations such as Ariel Excel Gel achieve numerous environmental benefits.”

Kirstie Hawkes, Sustainability Affairs Manager

Press office contact: pgpress.im@pg.com or 0191 297 8222
24.0 Robert McBride Ltd

24.1 Case Study: Plastic Bottle - Washing Up Liquid (packaging)

Robert McBride Ltd has improved packaging efficiency by reducing the weight of their washing-up liquid bottle which they supply to a large number of UK retailers for their own-brand washing up liquid products.

The weight of the 500 ml plastic bottle was reduced from 27g to 22g by adopting a new design for what is known as a ‘pre-form’ - this is the test tube-shaped form from which the bottle is then blown. The design was changed so that the bottle uses less plastic and the plastic is distributed more evenly to ensure less waste.

The weight of the cap was also looked at. By reducing the width of the flip top and changing the seal, the team managed to reduce the weight to 2.93g from 3.5g. The project took 12 months but by changing the way this washing up liquid bottle was made, Robert McBride Ltd has saved 278.5 tonnes of packaging waste per year.

About the Courtauld Commitment:
“Working with WRAP and being involved in the Courtauld Commitment has enabled us to bring improved packaging and waste reduction to the forefront of our business focus. The Commitment has encouraged a higher level of internal innovation as well as enabling us to work more closely with our customers to drive reductions of packaging waste.”

Lyndsay Jones, Senior Marketing Manager

Press office contact: Lynne Goddard - 0118 920 7675
25.0 Robert Wiseman Dairies

25.1 Case Study: Plastic Bottle - Milk Bottle Caps (packaging)

Robert Wiseman Dairies has been working with its packaging suppliers to reduce waste by redesigning the plastic cap on all its own plastic milk bottles.

The caps are now 20% lighter and are used on approximately 850 million bottles of milk per annum, which represents a reduction of 340 tonnes of waste plastic being sent to landfill every year.

Wiseman’s packaging reduction programme forms part of a strategy to help ensure the long term sustainability of the dairy industry. Another key element of this strategy is the company’s zero waste to landfill policy seeking to identify alternative methods of disposal for the 2,000 tonnes of waste generated per annum, to ensure it is all recycled.

The company has already invested £318 million in a dairy network, which helps to reduce the amount of food miles travelled, whilst maximising the efficient daily processing and distribution of milk, by locating dairies on major motorway routes and close to major milk fields.

About the Courtauld Commitment:
“Signing up to the Courtauld Commitment underlines our commitment to reducing our impact on the environment. Previous experience has shown that making small adjustments to the packaging across our product range is achievable and saves huge volumes of plastic over the course of a year.”

Martyn Mulcahy, Group Operations Director at Robert Wiseman Dairies.

Press office contact: Mark McDiarmid, Communications Executive, Telephone: 01355 598556, email: mmcdiarmid@wiseman-dairies.co.uk
26.0 Sainsbury’s

Sainsbury’s has made significant progress in improving the environmental impact of its packaging, both in terms of phasing-in the use of recycled materials and adopting lighter-weight packaging designs.

26.1 Case Study 1: Plastic Packaging - Fresh Salmon Range (packaging)

One example is their fresh salmon range which has recently undergone a packaging re-design. This product was formerly offered in a shrink-wrap tray carrying an additional label, which involved three separate pieces of packaging. A flow wrap solution which uses 20% less packaging material by sealing the product in just one layer of material has been on shelf since May 2008. This will reduce the amount of plastic being used every year by 57 tonnes.

“Our involvement in the Courtauld Commitment has helped to drive innovation internally as well as throughout our supply chain. Achieving the optimum solution is sometimes challenging as it involves balancing environmental concerns with customer requirements, as well as a range of other considerations. However, sometimes these goals complement each other – as in the case of our fresh salmon range where we not only reduced packaging volume but improved on-pack communication too.”

Stuart Lendrum, Print & Packaging Manager, Sainsbury’s

26.2 Case Study 2: Recycled Plastic Bottles – Taste the Difference Chilled Juices (packaging)

Since March 2008 Sainsbury’s Taste the Difference 250, 500ml and 1l fresh chilled juices have been packaged in 100% recycled plastic bottles – helping to save a further 375 tonnes of virgin plastic per year. Earlier this year, the Local Government Association highlighted Sainsbury’s as using the highest level of recyclable packaging for its food out of all retailers.

26.3 Case Study 3: Plastic Packaging – Own Label Smoked Salmon (packaging) *

Sainsbury’s has optimised the packaging on all of its own-label smoked salmon – 100% responsibly sourced from Scotland from Basics to Taste the Difference ranges. Packaging optimisation has lead to an average 20% reduction in the use of plastic, generating an overall saving of 47 tonnes of plastic. The trays in the packs also contain 50% r-PET (recycled PET).

26.4 Case Study 4: Food Waste

In support of WRAP’s Love Food Hate Waste Campaign to reduce the amount of food being wasted in UK homes, Sainsbury’s has been trialling new storage guidance to customers both in store and on its website. Sainsbury’s are advising shoppers to store their loose fruit and vegetables in the fridge which should keep their food fresh for longer. The benefits of keeping most fruit and veg in the fridge include higher nutrient levels and a better flavour than if they’re left at room temperature. Sainsbury’s plans to share the results of these storage guidance trials with other retailers, supporting industry best practice to reduce household food waste.
26.5 Case Study 5: Confectionery – Easter Eggs (packaging)

Over the past 3 years, Sainsbury’s has increased recycled content across the Taste the Difference boxed egg from 0% to a minimum of 75%. Overall, packaging on the showcase Taste the Difference egg has been reduced by 55% and packaging across the whole range has reduced by 37%. All of Sainsbury's boxed egg packaging is now 100% recyclable. (February 2009).

Press office contact: Hannah Chance - 0207 695 7295
27.0 Somerfield

Somerfield has an ongoing programme to review the packaging of its own label products and make reductions in weight wherever possible, as part of its involvement in the Courtauld Commitment.

27.1 Case Study: Sandwiches – Best Ever Range (packaging)

Between 2007 and 2008, Somerfield worked with its suppliers to reduce the weight and grade of its own brand sandwich packaging, ensuring that there were no negative affects to the product shelf life, or protective nature of the packs themselves.

An average reduction of 1g per pack was achieved across the range. It is estimated that these changes equate to a weight reduction of almost 30 tonnes of packaging each year.

About the Courtauld Commitment:

“Working with WRAP under the Courtauld Commitment has raised the profile of packaging optimisation and food waste reduction within our business. It has also highlighted areas where previously information was lacking, making reporting reductions more difficult. We are currently upgrading our product specification systems to enable us to more actively track reductions year on year.”

“Packaging and food waste reductions are now included as key performance indicators for our technical teams, who are tasked with delivering these reductions for Somerfield own brand products, both with existing lines and as part of New Product Development.”

Jon Banks. Senior Technical Manager

Press office contact: Pete Williams - 0117 935 7281
28.0 Tesco

28.1 Case Study: Plastic Bottle – Double Concentrated Squash (packaging)

Tesco has made significant progress in reducing packaging use and one example of this is its new Double Concentrated Squash.

Tesco’s supplier Princes produces millions of litres of squash for the supermarket every year, so the two companies worked together to produce lighter, more portable bottle sizes, leading to a reduction in packaging weight and less trucks on the road.

Princes and Tesco identified that the same flavour delivery and ‘dilute to taste’ could be achieved using double concentrated squash, effectively halving the amount of dilute required.

Bottle sizes were traditionally 1L, 2L and 3L, but these have now been replaced by new 750ml and 1.5L bottles, made from 100% recycled plastic and using environmentally friendly inks.

Double concentrated squash means the 3L squash bottle has been replaced with a 1.5L bottle, generating a bottle weight saving of 35g (46%) and avoiding the need for a handle. This innovation generates a saving of 469 tonnes of plastic per year.

Furthermore, the 1L traditional pack format has been replaced by a 750ml super concentrated bottle, representing a 17% (1,000 tonne) packaging reduction. The changes also provide added value for the consumer as the bottles are easier to fit into cupboards.

“Our aim is to create a mass movement in green consumption.”

Sir Terry Leahy, Chief Executive

Press office contact: Nikki Martin - 01992 644 645
29.0 United Biscuits

29.1 Case Study 1: Snacks - Hula Hoops (packaging)

Constantly monitoring and evaluating new and innovative developments in the packaging market is an important dimension to United Biscuits’ approach towards environmental sustainability.

One such example is the change in design to United Biscuits (UB) Hula Hoops multipacks. By using a special seal at the back of the bags, they are able to squeeze out excess air, enabling them to be packed more efficiently in cardboard cases.

Using fewer cases has resulted in a saving of 400 tonnes of corrugated cardboard, as well as a reduction in the number of pallets used by 40,700 each year. This in turn has resulted in 783 less lorry movements during 2008.

UB has also worked with a snacks film provider to create a thinner film which is 30 microns thick and 17% lighter. This latest technology uses less material but still provides adequate product protection and is being rolled out across UB’s snack range, including Hula Hoops.

This has the potential to reduce the amount of packaging reaching consumers by 680 tonnes each year.

These innovations are being incorporated when developing new products.

“The changes to Hula Hoops multipacks and using thinner film technology are examples of our work to reduce product packaging and minimise waste entering the UK waste stream. This is an integral part of United Biscuits’ environmental sustainability strategy and vital to reach our goal of reducing the total weight of packaging by 20% by 2015, compared with 2003.”

Barry Pamplin, European Packaging Technology Controller, United Biscuits

29.2 Case Study 2: Snacks - Jacob’s Biscuits for Cheese (packaging)

United Biscuits has introduced a new packaging format for its Jacob’s Biscuits for Cheese.

The company has replaced the original 500g plastic tubs with a new carton board box which is 100% recyclable. The total packaging weight has also been cut by half - with 150 tonnes of the new material being used per annum compared to 300 tonnes of plastic packaging.

United Biscuits has also replaced the tray inside the box with a fully recyclable tray, which still effectively protects and holds the biscuits in place.
In addition to the packaging surrounding tubs of biscuits, the company has also introduced recyclable non-polycrusted board packaging for other products within the range, saving an additional 87 tonnes of packaging each year. This transition to recyclable board will be rolled out across other assorted products where polycrusted board is used.

“Jacob’s Biscuits for Cheese is now packed using carton board meaning less packaging is used and, as it is non-coated, it is fully recyclable. Providing packaging solutions that protects the product, but which consumers can also recycle, is an important part in reducing the amount of packaging entering the UK waste stream.”

Barry Pamplin, European Packaging Technology Controller, United Biscuits.
30.0 Waitrose

Waitrose is committed to diverting its waste away from landfill by reducing, reusing, recycling or recovering energy from all its commercial packaging and waste.

The packaging team has been working to ensure environmental considerations are taken into account in all new product development and packaging redesign processes. Over the last few years it has implemented a range of initiatives to reduce unnecessary packaging, trial innovative packaging solutions and introduce more recycled and recyclable materials.

30.1 Case Study 1: Plastic Packaging - Salad and Leaf (packaging)

One such initiative is the reduction of the thickness for all prepared salad and leaf plastic bags, which has been achieved without lowering quality or shortening the life of the product. This work began in March 2008 and has seen Waitrose working with its supplier Wingland Foods and packaging company ASP. An additional element of this packaging activity has been the reduction of misting inside the bags and improvement the quality of the seal. This activity will result in more than 16 tonnes of plastic being diverted from landfill every year.

30.2 Case Study 2: Plastic Packaging - Milk Pouch and Jug (packaging)

Last year Waitrose became the exclusive supermarket stockist of organic milk sold in an ‘eco-pouch’. Customers pay £1.99 for a reusable litre ‘jug’ and then 99p for each subsequent refill pouch they buy - compared to Waitrose Organic milk which is priced at £1.03 for 1.14 litres. Produced by a co-operative of 20 organic dairy farmers in Camarthenshire, the milk is being sold under the Calon Wen label. The pouch uses 75% less plastic than the equivalent bottle and is reusable. The packaging volume is also significantly less. An empty pouch takes up a fraction of the space of an empty plastic bottle: up to 75 empty pouches can fit into one litre plastic bottle. Both the jug and the pouch are recyclable.

Calon Wen organic milk was initially available in 21 Waitrose branches in Monmouth, Abergavenny, Barry, Newport, Bath and London and has since been rolled out to 37 more branches. In September 2008 Waitrose will be launching Waitrose Select Farm Milk Pouches. This will mean Waitrose have an eco pouch in all stores from the end of September - the first supermarket to be in that position. 124 stores will have the new Select farm milk pouch and the remaining 66 stores will have the Calon Wen pouch.

“We began supplying Waitrose’s Welsh stores initially but we’re delighted our milk is now being supplied to stores further afield as well,” says Iwan Jones, one of Calon Wen’s dairy farmers. “As organic farmers, we know that simply producing organic milk isn’t enough. While recycling plastic is important, we also have to try to reduce the amount of plastic we use. It is often thought that going ‘green’ means more hard work, but we’ve found an answer in the eco-pouch that is easy and simple to use.”
30.3 Case Study 3: Food Waste

Waitrose is committed to tackling the challenge of food waste. It endeavours to minimise waste through accurate ordering, in addition to exploring a number of options to ensure that any waste food produced is diverted from landfill.

This has included supporting composting trials, particularly for food waste, with the aim of reducing waste disposal to landfill. Currently five Waitrose branches are trialling sending their food waste to an anaerobic digestion plant in Bedford where it is used to create ‘green’ electricity.

Waitrose works collaboratively with our suppliers to ensure its quality and delivery specifications minimise food wastage. It has also endeavoured to accept food that is cosmetically imperfect in order to support its suppliers in the event of unforeseen and difficult weather conditions. For example last year a large percentage of the UK apple crop was damaged by hail but Waitrose accepted the fruit for sale and communicated this to customers.

Waitrose works with its farmers and growers to reduce waste within the supply chain. For example it has worked very closely with a group of 100 banana growers in the Windward Islands to look at how fruit is cultivated and transported with the aim of reducing wastage. Its initial findings have shown that wastage from shipped fruit has reduced from an estimated 40% in 2002 to less than 3% in 2008. For a high volume product like bananas, this makes a considerable difference to food wastage but it also means higher returns for the growers (in the case of the Windward Islands many of whom run smaller scale family businesses).

Another innovative initiative within Waitrose’s supply chain is working with dairy farmers on a project called ‘Calfline’. In the past surplus male dairy calves have been regarded simply as by-products of the dairy industry. Waitrose feels it is right that every animal within the supply chain has a useful function. Through its new scheme it is aiming to ensure that every surplus male dairy calf is channelled into its beef supply chain and reared as meat.

Waitrose has actively supported WRAP’s Love Food Hate Waste campaign and is looking at ways to raise consumer awareness of this issue. This has involved providing clearer information on the preparation, cooking and storage of its own label products, a review of date code information to ensure we maximise shelf life (where safe to do so) and where possible indicating the total number of servings per pack. During new product development it continually looks at how packaging can ensure maximum shelf life such as reusable and resealable packaging. Its in-house publications have also included articles with a focus on this issue, including tips on planning meals and using leftovers to make delicious meals (see www.waitrose.com/foodwaste for more info).

WRAP also manned a stand at the Waitrose Spring Food Festival (23-25 May), in the Watergarden Arena that focussed on Home Composting. In the Explore Waitrose marquee at the Spring Food Festival and at the Royal Show (3-6 July) Waitrose also had an element consisting of graphics and composting bins promoting the Love Food Hate Waste campaign. This was manned by people from WRAP who talked to customers about the campaign.
Another area Waitrose has worked on has been boosting the popularity of the freezer as an extension of the store cupboard, which is a good way to help tackle food waste in the home. It has worked hard to increase the quality of food in its frozen food section, with high quality ingredients such as sustainable seafood and British frozen fruit and vegetables.

"Reducing packaging is important to our customers and is now a key part of our business. We are pleased with the progress Waitrose has made to date with a 36% reduction in packaging relative to sales since 2000 and we continue to work to eliminate unnecessary packaging, introduce innovative recycled and recyclable materials. Our work with WRAP, the BRC and other retailers on back-of-pack labelling, to provide customers with clear and concise messages on recycling, demonstrates the positive results that can be achieved through collaboration."

Mark Price, Managing Director

Press office contact: Jess Hughes - 01344 824294
31.0 Warburtons

31.1 Case Study: Bread (packaging/food waste)

Warburtons has successfully launched a new 600g sized loaf. The new pack format covers the ‘All In One’ and 600g ‘Wholegrain Goodness’ loaves and, by offering consumers more choice, Warburtons has contributed to helping reduce food waste.

Being a responsible company, Warburtons believed that it could help to reduce food waste by expanding pack size choice. The new ‘mid sized’ loaf has been made possible due to a change in European law enabling bread to be baked in different sizes from the traditional 800g and 400g packs.

Since the launch of the 600g loaf in October 2008, sales are considerably ahead of initial forecasts and shows that the new size is fulfilling consumer need.

Warburtons has received positive consumer feedback with many contacting the Customer Care Line with their comments, including this encouraging example:

“Just seen your ad on the new 600g loaf. All I can say is WELL DONE & ABOUT TIME! It’s been my rant for years that single people either have to buy miniscule loaves, or throw most of the big ones away”

The new products have also been well received by retail customers. Independent retailers, the convenience sector and a number of the major retailers have been very welcoming of the ‘mid size’ range.

“We are pleased to be able to offer more choice in our product range. It is clearly helping to meet the needs of our customers but we hope will also lead to less food and packaging being wasted.”

Lesley Wallwork, Warburton’s Marketing Controller.

The new 600g mid sized loaf range

“Warburtons is re-visiting all of its existing packaging to ensure that it is reviewed with the objectives of the Courtauld Commitment in mind. Wherever possible, packaging weights will be reduced without affecting product safety, quality or brand image in order to minimise the amount of packaging reaching our consumers.”

Cath Greenhalgh, Packaging Manager

Press office contact: Jane Sutton - 01204 556621
32.0 Weetabix Limited

32.1 Case Study 1: Carton Board - Weetabix Minis (packaging)

Weetabix Minis, in common with most breakfast cereals, are packed in a plastic bag for freshness and a carton for protection. As part of Weetabix Limited’s continuous packaging reviews, the company was able to implement the following changes to its primary packaging:

Weetabix Minis were packed into cartons with a 40mm overlap on the top and bottom flaps to satisfy the original engineering set-up of the cartoner packaging machinery. During a design change, modifications were made to the cartoner enabling this overlap to be reduced to 20mm, saving about 4g of board per carton.

Across the three products in this Brand, this equates to 103 tonnes of carton board saved per year. A similar piece of work is being investigated on another Brand range, which has the potential to reduce carton board usage by 32 tonnes per annum.

By reviewing the inner bag Weetabix Limited was unable to down-gauge the material for product protection reasons, so instead asked its supplier to remove most of the master batch (white colourant) added to the plastic during the plastic extrusion process. While this gave a modest 0.3g material saving per bag, over all three products in the Brand range, this resulted in an 8 tonne per annum reduction in material usage.

32.2 Case Study 2: Carton Board - Recycled Content (packaging)

Weetabix Limited’s breakfast cereals are packed in cartons made from a minimum of 90% recycled fibres. Their best selling Brand – Weetabix - uses 100% recycled fibres and, according to the company, has the best packaging utilisation of all leading breakfast cereals available in the UK - due in part to the compact nature of the product.

“Weetabix Limited has always been conscious of the environmental impact of our packaging and fully supports WRAP in meeting its target of packaging waste reductions.

Our Packaging Policy lays down the use of the minimum, most sustainable resources available to provide the appropriate degree of protection for our food products, over their entire shelf-life. This extends to transit units and pallet utilisation to minimise the weight and number of lorries required to deliver our products. We are also pleased to support the WRAP/BRC on-pack labelling scheme to better inform our consumers about the easiest way to recycle our packaging materials.”

Mark Tyrrell, Packaging Control Manager

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33.0 Young’s Seafood

Young’s has a number of projects already underway for its frozen products, with the aim of reducing packaging weight, switching to sustainable or recycled materials and make recycling options more convenient for consumers.

33.1 Case Study: Plastic Packaging - Lightly Smoked Salmon Fillets (packaging)

One project which the company has just completed is redesigning the packaging format for Young’s Lightly Smoked Salmon Fillets (250g). Not only has Young’s reduced the weight of the packaging by 13%, it has also introduced a 100% recyclable carton and reduced the packaging size by 26%. Smaller, lighter packaging means the company can put more products on each pallet and gain more efficient use of freezer space in store.

“Responsible packaging is about making the right decisions on material selection and design to give our products protection and longevity - but at the same time to minimise their environmental impact.

“Fundamentally this drives us to design our packaging to help reduce waste, improve the carbon efficiency of product distribution and make our packaging as recyclable as possible. It also drives us to optimise our use of materials from sustainable or recycled sources.”

Vanessa Borrill, Packaging Development Manager

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