

**Alert**  
*Packaging*

**What are some  
of the Leading  
Retailers Doing?**

# Packaging Preferred Materials & Formats Guidelines 2020.

<h2>Red</h2> <p>Not to be used as customers cannot easily recycle (UK)</p>		<h2>Amber</h2> <p>When functional requirements mean green materials are not an option</p>		<h2>Green</h2> <p>Preferred for UK recycling via kerbside or store</p>	
<p><b>Materials</b></p> <p>Compostable/Biodegradable</p> <p>Oxy/Oxo Degradable</p> <p>PLA</p> <p>Polystyrene</p> <p>PVC</p> <p>PVdC (incl. layer within Complex Laminates)</p> <p><u>Plywood and MDF</u></p> <p>Water Soluble plastics</p>	<p><b>Formats &amp; Designs</b></p> <p>Black Plastic*</p> <p><u>Composite Drums</u></p> <p>Expanded/ Foamed/Density Modified Plastics</p> <p><u>Paper/board coated or laminated on both sides</u></p> <p><u>Glitter</u></p> <p><i>*Brands may choose to use black plastic for drink bottle caps</i></p>	<p><b>CONTROLLED USE: CONTACT THE PACKAGING TEAM FOR APPROVAL</b></p> <p><a href="mailto:packaging.team@tesco.com">packaging.team@tesco.com</a></p>		<p><b>Rigid Materials</b></p> <p>Glass (clear or of light colour)</p> <p>PET</p> <p>HDPE/LDPE</p> <p>pp**</p> <p>Steel &amp; Aluminium</p> <p>Cardboard</p> <p><b>Flexible Materials</b></p> <p>Paper</p> <p>Glassine</p> <p>PE (recyclable at front of store)</p>	<p><b>Formats &amp; Designs</b></p> <p>Cardboard with plastic; Max 15% plastic, one side of board only and be easily separated</p> <p>Mono lidding film matched to tray material when permanently attached</p> <p>Glass colour; Clear/Light colour preferred</p>
<p><b>Materials</b></p> <p>Non PE Flexible film incl. OPP</p> <p>Foiled paper</p> <p>New material innovations</p>		<p><b>Formats &amp; Designs</b></p> <p>Beverage Cartons</p> <p>Multilayer Films/Complex Laminates</p> <p>Shrink sleeves (perforated, include messaging to remove, max coverage 40%)</p>			

Underlined denotes red material/format added in 2020 (Production to cease by end of 2020)

\*\*PP is widely recyclable, however may have a packaging tax implication for food grade if recycled content cannot be included



## Position for all new products:

*From 1<sup>st</sup> May 2020; As a minimum we commit to not accepting new (and changed) products in non recyclable rigid\* packaging or where the packaging is excessive (for all products not already inducted).*

### Principles

- Remove unnecessary and/or Reduce excess plastic/packaging
- Packaging needs to fit the product effectively (through the eyes of a customer)
- Rigid\* packaging must be widely recyclable via kerbside in the UK
- No red materials (exemptions apply including bottle cap colours - please speak to the Packaging team for advice)
- Flexible packaging (films bags, pouches) to use Polyethylene (PE) where possible/practical
- Use of amber (controlled) materials must be approved via the packaging team
- Lidding film, where possible on PET pot, tub, tray or punnet use welded PET
- Incorporate recycled content where possible
- On pack recycling information to advise customers must be present
- Don't move, store or pack air – including delivering shelf & pallet efficiency of >90% for secondary packaging through the use of one of our preferred box sizes

*\*Rigid packaging refers to box, bottle, jar, can, pot, tub, tube, tray and punnet formats*

# What sustainability information should I include in commercial conversations?

## Plastic & Packaging

### 1. REDUCE

Continue to reduce plastic and remove unnecessary components.

Share progress with your category & packaging development manager

Your category packaging development managers are:

[fiona.dobson@asda.co.uk](mailto:fiona.dobson@asda.co.uk)

[simon.capell@asda.co.uk](mailto:simon.capell@asda.co.uk) (GM)

### 2. REUSE

Think differently.

Do you have an innovative reusable product which replaces single use?

Do you have a refillable packaging opportunity for us to trial at Middleton?

Email [invite-to-innovate@asda.co.uk](mailto:invite-to-innovate@asda.co.uk)

### 3. RECYCLE

All black must to go now.

PS, PVC and mixed materials need to have a plan to go by end of Feb 2020

No compostable or biodegradable plastic.

Secure contracts now for recycled content in rigid plastics min 30%

## Waste

### 1. ZERO Waste

Make time in meetings to talk about your waste plans. This should include packaging and product with a focus on reduction and recycling.

### 2. Food Waste

Understand how the markdown of your products effects food waste. Use retail link & Asda waste insight team and come up with a plan to reduce and redistribute.

### 3. Future of waste

Design your product & packaging with end of life in mind.

Help customers reduce and recycle at home through innovation.

## Sourcing

### 1. DEFORESTATION

Share with your buying teams how you will be delivering deforestation free products & ingredients

### 2. SOURCING

Start long term conversations about the sustainable sourcing of your key raw ingredients

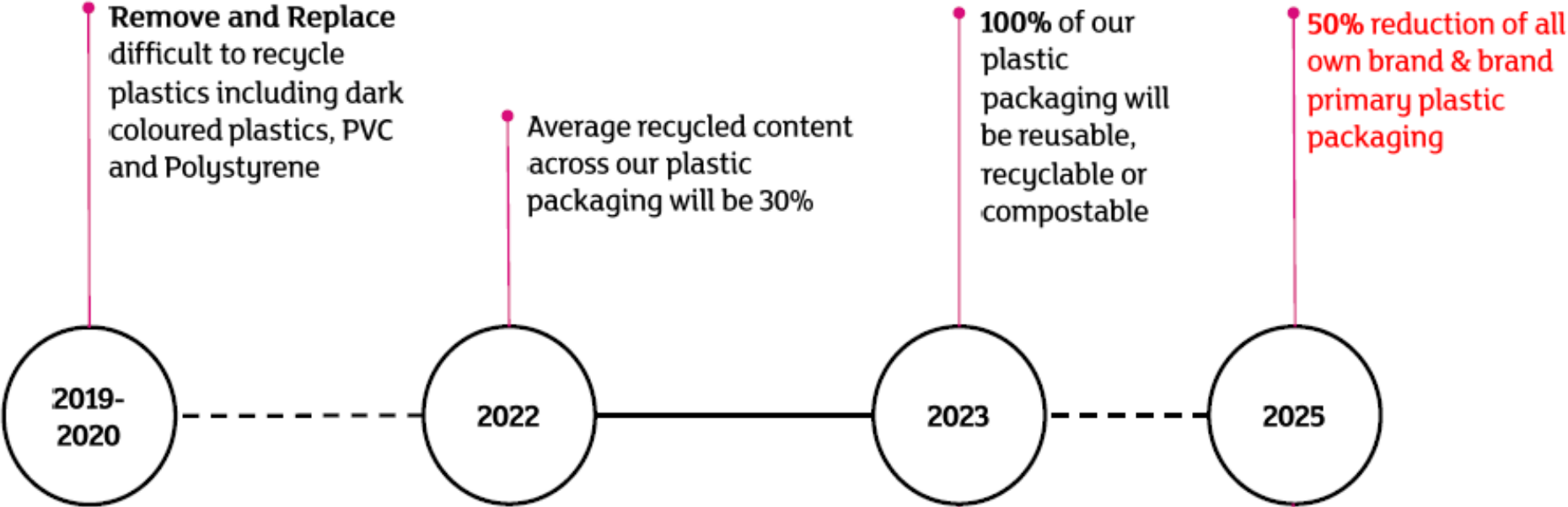
### 3. CARBON

Put a focus back on carbon emissions & the implicated cost saving opportunities

Email; [sustainability@asda.co.uk](mailto:sustainability@asda.co.uk) for support

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Save money. Live better.

## Plastics & Packaging Strategy



### Key Drivers

- Sustainable Development Goals
- Legislation
- Voluntary Commitments



70% of our plastic packaging will be effectively recycled or composted

50% reduction of all own brand packaging

## Packaging materials ruleset

	Primary Rigid packaging	Primary Flexible plastic packaging	Primary & Secondary Paper & Cartonboard	Secondary & Tertiary Packaging	Inks, Varnishes and Coatings
<b>Preferred</b>					
Recyclable High recycled content where possible	PET, CPET, HDPE & PP (non-food) with minimum 30% post consumer recycled content.  Steel, Aluminium, Glass with post consumer recycled content,  Liquid food carton packaging	LDPE, HDPE, OPP	Post Consumer Waste e.g paper from recycling banks that is de-inked  PCW and Virgin material from forest to FSC standard with TCF production	LDPE, LLDPE  PCW and Virgin material from forest to FSC standard with TCF production	Water based inks, varnishes and coatings
<b>Hold</b>					
Awaiting Infrastructure,  Material development	PP (food)  Home Compostable (from non GM sources and certified to EN 13432)	PET in Lidded film only.  Home Compostable (from non GM sources and certified to EN 13432),  Laminates & composites	PCW and Virgin material from 3 <sup>rd</sup> party certified/ non-FSC/non TCF		UV based inks, varnishes and coatings
<b>Remove</b>					
Poor recyclability and/or potentially harmful	PVC, Polystyrene, Polycarbonate, Black plastics, Industrial Compostable, Water Soluble, PLA, Oxy degradable, Expanded/foamed polymer	PVC, PVDC, Industrial Compostable	Metallised/Plastic film laminates	PVC	