

The following are summary notes from PIRA's 6th Annual Sustainability in Packaging Conference held in Orlando, Florida in March. Click on the company names for the actual presentation slides:

S.C. Johnson (Will Archer, Mgr. Global Sustainability)

Uses a "green list" to improve its packaging material selection – use of recycled, promotes recyclable, uses renewable, no PVC packaging since 2002, no chlorine bleached paperboard since 2002; post consumer recycled increased steadily, reducing packaging best way to lighten eco footprint and can save costs.

Nestle (Lars Lundquist, Nestle Research Centre)

Proliferation of eco-labels is confusing; packaging protects products and prevents waste; Nestle strives to reduce weight and volume of packaging; uses sustainably managed renewable resources; uses recycled materials; supports recycling and energy-from-waste; applies life-cycle approach (global warming, water use, non-recyclable energy use, ecotoxicity, acidification, land use metrics) and PIQET software.

Procter & Gamble (Allan Blake, Associate Director, Corporate Packaging Development Sustainability)

Background on Global Protocol on Packaging Sustainability.

RMIT University (Karli Varghese, Program Director, Centre for Design)

How to develop corporate strategy and integrate evaluation tools into the product packaging development process. Very good overview of life cycle approaches and the software tools available.

UC Berkeley (Tony Kingsbury, Haas School of Business)

Five tools commonly used for packaging assessment were evaluated (COMPASS, GaBi, SimaPro, Sustainable Minds, Walmart Scorecard); points out their limitations; concludes that reducing weight is a great strategy; warns about large difference in assumptions made about materials and life cycle stages; notes that tools are missing data and materials.

Terrachoice/UL Environment (Libby Bernick, VP)

More ads are making environmental claims, more products claiming to be green, increase in eco-labels a problem but also part of solution (third-party certified).

[StewardEdge](#) (Betsy Dorn, Sr. Consultant)

Covers voluntary producer responsibility programs for end of life packaging (examples include Tim Horton's Cup-to-Tray recycling initiatives) plus collaboration efforts (Carton Council, Food Service Packaging Industries Paper Recovery Alliance) and outlines strategies for success.

[Ameripen](#) (Laura Rowell, Committee Chair)

Explains background to American Institute for Packaging and the Environment (PPEC is an affiliate member) and its top priorities (communicating the value of packaging, increasing its recovery and assessing financial platforms for end of life packaging).

[Hewlett Packard](#) (Randy Boeller)

51 of the largest economies in the world are corporations (not countries). Outlines company's strategy (remove, reduce, re-use, recycle, replace, influence) packaging and logistics (plastic pallets for air freight), bulk-packing, and use of expanded polystyrene as new cushioning material (instead of paper).

[Sustainability Consortium](#) (Lou Molinari, Sector Director)

The footprint is what we leave behind; the handprint is what we do and how we do it. The Consortium now has over 80 members (corporate retailers, manufacturers, suppliers) plus over 50 academic, government and non-government associates, and includes groups on Packaging and Paper.

[Flint Group](#) (Michael Impastato, VP Strategic Marketing)

Good backgrounder on ink formulations, resins, pigments, GHG emissions, label standards and attributes.

[Whole Foods](#) (Lee Kane, North Atlantic Region)

Interesting list of preferred materials (says wax-coated PE corrugated boxes shouldn't be composted or burned, and can't be recycled).

[Ecologic](#) (Glenn May, Chief Innovations & Packaging Officer)

Gives some interesting background info on moulded fibre shell and the use of OCC. Ecologic "paper" bottle was ranked as the top overall package for innovation in recent *Packaging World* survey.

[Gillette](#) (Mike Marcinkowski, Principal Engineer)

PPEC took issue with this presenter for his use of the term “tree-free” as a sales tool. Why not just call it packaging made from wheat, straw, or bagasse? Sales approach left Implication that anything made from trees was bad.