

ARE TETRA PAK CARTONS SUSTAINABLE?

Tetra Pak cartons are one of the most sustainable packages in existence today. One main reason is that they are made predominantly from paper, which comes from wood, a renewable resource.

Locally produced packages in Canada are made from paper originating in North American forests, where more new wood is grown each year than is harvested, thanks to intensive replanting programs in place over several decades.

(Source: Abundant Forests Alliance, www.abundantforests.org)

ARE TETRA PAK CARTONS ENVIRONMENTALLY CERTIFIED?

Tetra Pak cartons are produced under ISO 14,001 and EMS environmental certifications.

IS TETRA PAK WORKING TOGETHER WITH ANY INTERNATIONAL ENVIRONMENTAL GROUPS?

Tetra Pak is working with World Wildlife Fund's Global Forest Trade Network to ensure the forests are managed in accordance with sustainable forest management practices. This includes provisions that ensure biodiversity, protect high conservation value forests, and protect native cultures whose livelihoods depend upon the forest.



Tetra Pak is also working with WWF's Climate Savers Program to reduce the total CO₂ emissions from Tetra Pak factories by 10 per cent in absolute terms by 2010 vs 2005 levels. To maximize the impact, we are also working with our supply chain through procurement programs that require continuous improvement in environmental terms. Over 70 per cent of the energy used by our suppliers to make paper comes from biomass, a renewable and renewed energy.

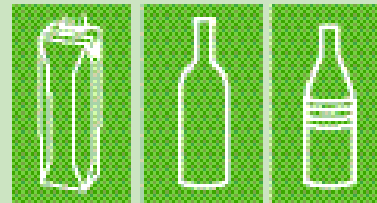
TETRA PAK CARTONS PRODUCE LOWER OVERALL ENVIRONMENTAL BURDENS

This was the finding of a third-party, 2006 Life Cycle Inventory study* that compared packaging wine in Tetra Pak cartons to glass or PET containers.

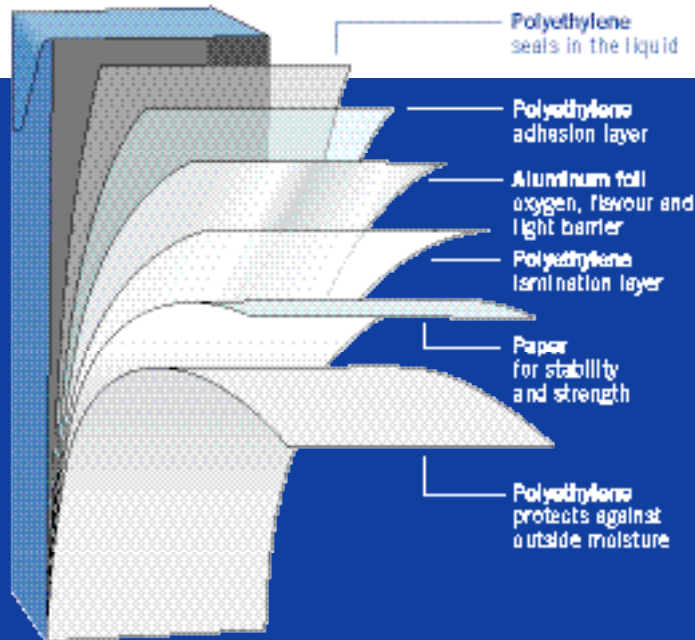
The most dramatic differences are in energy consumption and greenhouse gas emissions. The findings indicate that if all of Canada's annual 283 million litres of table wine were packed in cartons instead of bottles, the amount of greenhouse gases saved would equal taking 43,000 cars off the road.

The study compared resource use, solid wastes, recycling rates, and atmospheric and waterborne emissions between the various containers in both countries. The study also concluded that Tetra Pak systems were **lowest in net landfill weight and volume, both before and after recycling.***

*Life Cycle Inventory of Container Systems for Wine, Franklin Associates, Prairie Village, Kansas, October 2006. Downloadable from www.tetrapak.ca.



WHAT ARE TETRA PAK CARTONS MADE OF?



Tetra Pak cartons are made of paperboard (75 per cent), food grade LDPE polyethylene plastic (20 per cent), and aluminum foil (five per cent). Paper gives the carton strength. Polyethylene plastic gives the carton a tight seal, keeps out bacteria, and is used as a bonding agent to keep the various layers together. Aluminum foil keeps out air, light and odours, all of which can cause contents to deteriorate. From the outside to inside, there are six layers in all: polyethylene, paper, polyethylene, aluminum, polyethylene, polyethylene (which is the product contact surface).

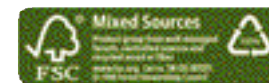


A New Angle on Wine Packaging



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WHAT IS THE KEY ENVIRONMENTAL BENEFIT OF TETRA PAK CARTONS?



Tetra Pak cartons are based on the concept of source reduction. They use minimal material and energy to produce and distribute resulting in minimal waste and fuel emissions through their life cycle. Tetra Pak cartons reduce packaging by 90 per cent or more in comparison to typical glass bottles. “Reduce” is the highest priority of the environmental 3 Rs (Reduce, Reuse, Recycle).

Tetra Pak cartons save storage space and energy used in shipping. Empty Tetra Pak cartons are shipped to the customer on rolls of approximately 5,500-21,000 units each (depending on size). It takes only two semi-trailers to carry one million unfilled cartons, compared to approximately 52 trailers to transport one million cylindrical metal or glass containers. This results in significant greenhouse gas savings.

WHAT TRANSPORTATION EFFICIENCIES EXIST WITH TETRA PAK CARTONS?

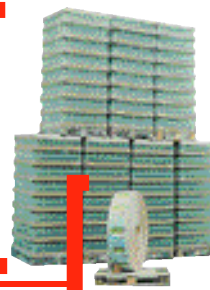
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8,500

Pre-formed Packages

5,500

1L Tetra Prisma Aseptic® Packages



WHAT ABOUT FILLED PACKAGES?

There are significant fuel and emission savings from filled packages as well. One Canadian wine agent that used to ship 9,900 litres of product in bottles is now using the same size container to ship 14,400 litres in Tetra Pak packages. That is 45 per cent more, a big benefit to both cost and climate. The same company ran a four-week, 180,000 unit promotion earlier this year in 1-litre cartons and a similar promotion last year in 1-litre bottles. The bottles netted out at around 90,000 kg, and the cartons at 7,200 kg, resulting in a net waste stream savings of 82,800 kg.

HOW ARE TETRA PAK WINE CARTONS COLLECTED?

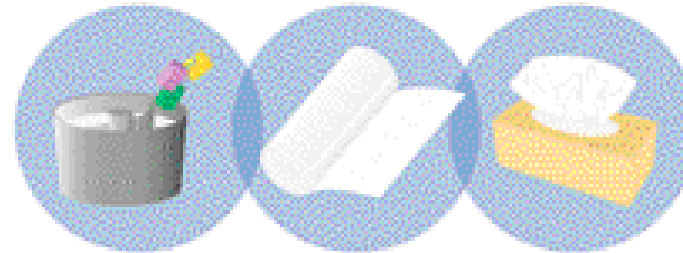
In Ontario, Tetra Pak cartons are part of Ontario’s “Bag it Back” program, and are returned for refund to The Beer Store outlets across the province. Deposit amounts are 10 cents for 250 ml and 500 ml cartons, and 20 cents for the 1-litre size. Non-alcohol cartons are also recyclable. More than 80 per cent of Ontario households can recycle Tetra Pak cartons through their blue boxes.



BAGITBACK.CA

WHO BUYS THE COLLECTED CARTONS?

A large percentage of Tetra Pak and milk cartons collected in Ontario, and other provinces are purchased from municipalities and recycling companies by paper brokers that send them to paper mills where they are recycled into household tissue products (paper towel, napkins, bathroom tissue).



HOW ARE TETRA PAK CARTONS RECYCLED?

The recycling method used is called “repulping” and takes place at a paper mill. A repulper is like a giant blender. After water and cartons are placed inside, the blades start rotating and separate the paper fibres from the aluminum and plastic layers. The fibres along with the water are then transported to the tissue machine and made into a variety of high-quality consumer products.

WHAT ABOUT THE FOIL AND PLASTIC RESIDUE LEFT AFTER THE PACKAGES ARE RE-PULPED?

Tetra Pak Canada is working with recycling companies to process this residue into a granular plastic resin that can be injection-moulded into various value-added products, such as shipping pallets and core plugs used for large paper rolls.

ARE TETRA PAK CARTONS EASY TO RECYCLE?

Tetra Pak wine cartons are one of the easiest packages to recycle for householders. When empty, they can be easily flattened to take minimal space. Because they are made mostly of paper, they are very lightweight and easy to carry to The Beer Store for a refund.

HOW MANY TETRA PAK CARTONS GET RECYCLED EACH YEAR?

Globally, over 20 billion Tetra Pak cartons were recycled last year.

WHAT IS THE TETRA PAK RECYCLING RATE?

Ontario’s Bag it Back deposit return program is significantly increasing the rate at which Tetra Pak wine containers are being recycled. You can help create a greener Ontario by returning your wine cartons to The Beer Store for a full deposit refund.

