



# PackFacts

(Minimised)

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INCPEN: The  
Industry Council  
for Packaging &  
the Environment  
[incpen.org](http://incpen.org)



2011

# Packaging's contribution to a sustainable society

Meets consumers' expectations in all aspects of:

- Product protection
- Safety
- Handling
- Information



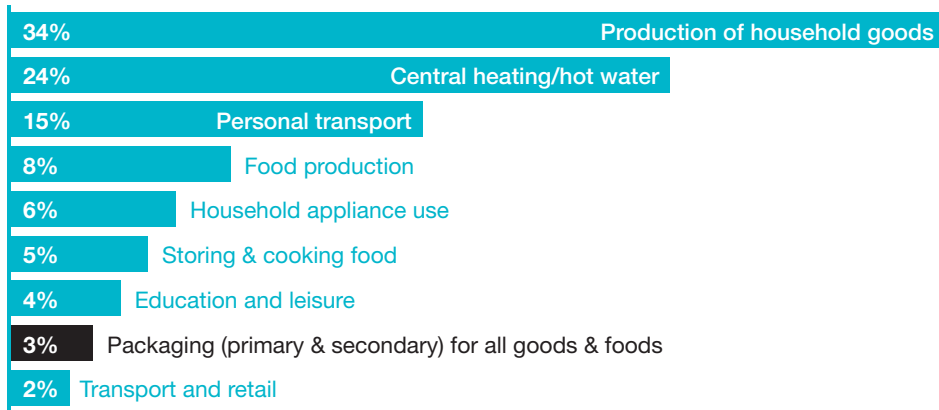
- Saves costs in distribution & merchandising of goods
- Keeps prices down for consumers

- Saves more resources than uses
- Prevents waste

As well as complying with the laws on eco-design and recovery of packaging, businesses have set themselves challenging targets to improve the overall resource efficiency of the systems that provide people with food and other goods.

# UK household total environmental footprint

Percent, measured by energy



- 42% of the energy that householders are indirectly responsible for is used to produce the food and goods they buy.
- 3% of the energy is used to make the packaging that protects the food and goods.

# Packaging used in western Europe

UK consumers buy many more goods than 10 years ago but the weight of packaging has stayed roughly the same.

- ▶ covers glass, metal, paper, plastics packaging
- ▶ Treat figures with caution – countries use different calculation methods

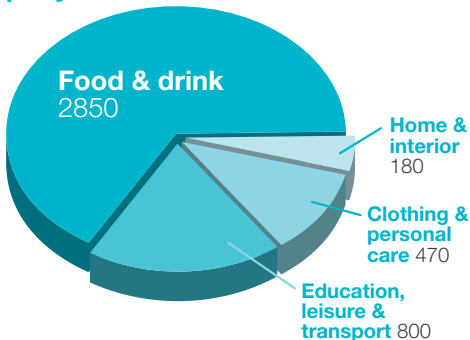
## Packaging used *kg/person*

	2008	2003	1998
Ireland	208	182	185
Luxembourg	197	181	182
Germany	164	157	148
France	159	163	166
Italy	158	156	155
Spain	156	160	142
Portugal	155	127	101
<b>UK</b>	<b>155</b>	<b>146</b>	<b>153</b>
Denmark	149	158	158
Belgium	140	140	126
Netherlands	137	172	161
Austria	134	136	132
Sweden	121	115	108
Finland	90	89	82
Greece	88	88	74

# Packaging and lifestyle

Packaging makes modern lifestyles possible. The average household buys over 4,000 items a year which weigh nearly 3 tonnes. They are protected by just 130kg of packaging.

## Items bought by UK household per year



# Packaging prevents food waste

Packaging protects food, extends shelf and storage life and reduces waste.

In emerging economies 30-50% of food never reaches consumers. In the UK less than 3% goes to waste between farm/factory and retail depot.

**UK consumers throw away  
1.6 million bananas a day**



*Identical bananas stored for 7 days  
keep fresher in a bag*

**UK consumers throw away over  
5 million potatoes a day**



*Bag reduces in-store waste from 3% to 1%  
(store in the dark at home to reduce waste)*

# Packaging does more with less

Companies need to keep costs down to be competitive. Packaging costs money so companies use less if they can. It's good for the environment too.

## Packaging reductions since 1990s



◀ *Washing-up liquid bottle 24% lighter*

▼ *Drinks can 24% lighter*



*Beer bottle 45% lighter* ▶

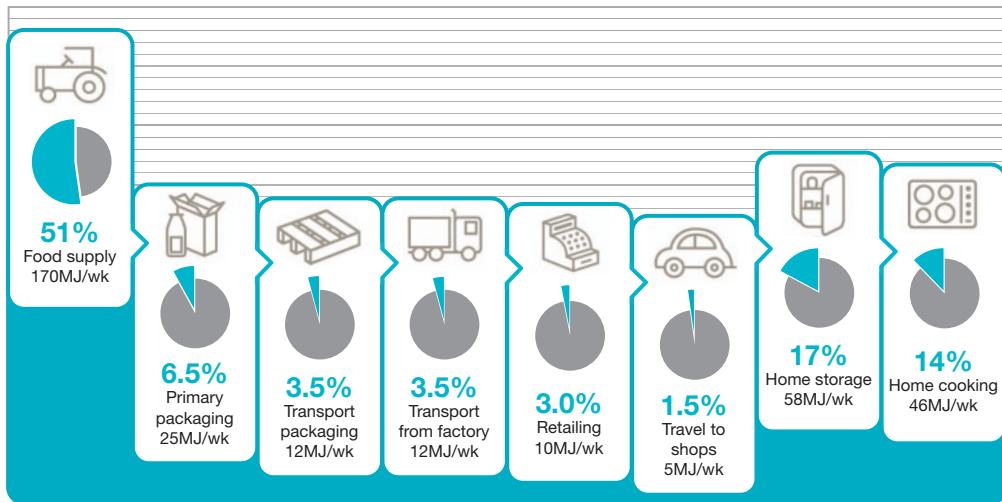
▼ *Yogurt Pot 20% lighter*



All materials and types of packaging have merits and disadvantages. None has a monopoly of environmental virtues. The challenge for companies is to choose the type that best protects the product throughout its life.

# Packaging protects food and saves energy

Energy for one person's weekly consumption of food *MJ/person/wk*



1 megajoule (MJ) is the energy used by one light bulb in a day



# Packaging in your bin



Your bin may look full of packaging but without packaging there would be a lot more waste - from spoiled food and damaged goods, which are much more valuable in resource terms.

- Households generate 23kg of waste each week; over 25% is food waste; 18% is used packaging.
- Most councils collect glass, metals, plastic bottles, paper and board – that's 85% of all household packaging.
- Small, dirty containers and wrapping (meat trays, cheese packets) which are unsuitable for recycling can be used for energy recovery. In England, energy is recovered from 12% of municipal waste, with a target for 25% by 2020.

## Packaging & demographics *kg/person/year*

	Living alone	Living with 3+ others
Goods purchased	1,600	1,000
Packaging – sales & grouping (of which, food packaging)	120 (51)	70 (31)
Total Household waste	572	208

Over 60% of all packaging (from homes, commerce and industry) is recycled, supported by £50 million a year from manufacturers and retailers.

**INCPEN** researches the environmental and social impacts of packaging. Set up in 1974, its members include all parts of the supply chain.



*Kellogg's*

**REXAM**



DSSmithPlc

**BRITVIC**  
soft drinks

Sainsbury's



**CROWN**

Elizabeth Arden



COLGATE-PALMOLIVE

**DURACELL**



**TESCO**



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