

**Alert**  
*Packaging*

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

# UK Packaging Preferred Materials & Formats Guidelines 2021 – Own Label and Branded.

## Red

Not to be used as customers cannot easily recycle (UK)

Materials	Formats & Designs
Compostable/PLA & Biodegradable Plastics	Rigid Black Plastic
Oxy/Oxo degradable Plastics	Expanded/Foamed/Density Modified Plastics
Polystyrene	Paper/board laminated on both sides
PVC	<u>Complex laminates using aluminium layers for decoration</u>
PVdC	<u>Hi/Mid-Cones</u>
MDF	<u>Plastic straws &amp; cutlery</u>
Water Soluble Plastics	Glitter
<u>Waxed paper</u>	

## Amber

When functional requirements mean green materials are not an option

<b>CONTROLLED USE: CONTACT THE PACKAGING TEAM FOR APPROVAL</b> <a href="mailto:packaging.team@tesco.com">packaging.team@tesco.com</a>	
Materials	Formats & Designs
<u>NIR Black HDPE (non food grade)*</u>	Beverage/Liquid Food Cartons
Non PE flexible films (incl. Complex laminates)**	<u>Composite Drums</u>
Foiled paper	Shrink sleeves (perforated, include messaging to remove, <u>max ink coverage of 60%</u> )
<u>Wood &amp; Cork</u>	<u>Spouted pouches of mixed material</u>
New material innovations	

## Green

Preferred for UK recycling via kerbside or store

Materials	Formats & Designs
Glass	Paper/board with plastic; single side lamination <15% by weight (incl. windows)***
PET (Rigid)	Mono PET lidding film on PET tray perm-welded
<u>PE (Rigid &amp; Flexible)</u>	<u>Mono material spouted pouch</u>
PP (Rigid)	
Steel & Aluminium	
Cardboard	
Paper	
Glassine (non-siliconised)	

**Underlined denotes 2021 additions/updates** (Production for own brand products to cease by end of 2021)

\* Dependant on utilising coloured (jazz) recyclate only – no natural HDPE from food sources (to be reviewed annually with processors)

\*\* Complex laminates should only include a metallised layer where no alternatives are available

\*\*\* Easily separated in the recycling stream to maximise fibre recovery (moving to <10% in 2022)



# 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

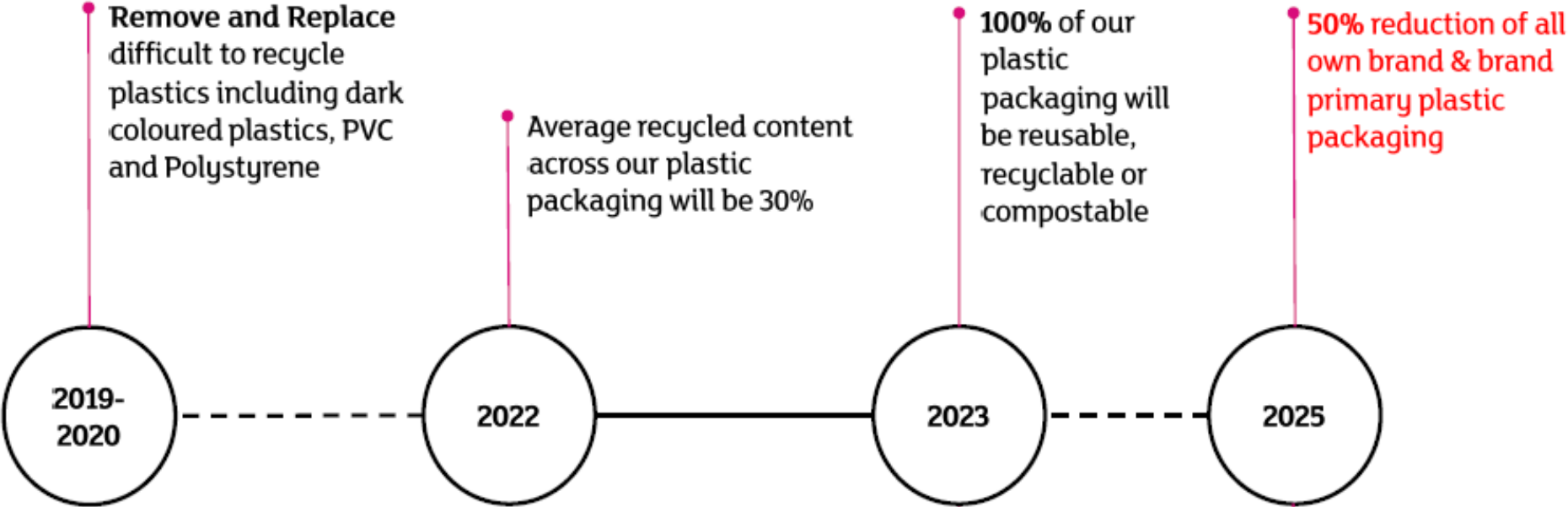
### 3. CARBON

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

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

**ASDA**  
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	