



## Laminations VBoard<sup>®</sup> Products: – *The Sustainable Packaging Option*

Laminations is an industry leader in the development and manufacture of sustainable packaging. Laminations' environmentally friendly packaging options meet the needs of manufacturers and suppliers who seek to be socially and environmentally responsible.

### **Sustainability: A Definition**

*As applied to packaging, sustainability means reducing the amount of packaging, increasing the percentage of renewable materials and using less energy in manufacturing and shipping.*

|   |                      |                                 |
|---|----------------------|---------------------------------|
| <b>The 7 R's of Sustainable Packaging</b> | 1 – Remove Packaging | 5 – Recycle(able)               |
|   | 2 – Reduce Packaging | 6 – Revenue (economic benefits) |
|   | 3 – Reuse Packaging  | 7 – Read (education)            |
|   | 4 – Renew(able)      |                                 |

### **The Situation**

Large retailers such as Wal-Mart and Costco are implementing sustainability strategies that affect their suppliers' packaging decisions. These influential leaders are setting the ground rules for packaging improvements that will help preserve our environment and also result in cost savings.

### **Wal-Mart's "Packaging Scorecard"**

In late 2006, Wal-Mart released a "packaging scorecard" to continue its commitment to reducing packaging across its global supply chain by 5 percent by 2013, helping Wal-Mart and its suppliers improve packaging and conserve resources.

Wal-Mart's packaging scorecard is a measurement tool that allows suppliers to evaluate themselves relative to other suppliers, based on specific metrics. These metrics are based on the 7 R's of Sustainable Packaging.

Laminations' customers will be evaluating their packaging based on the following criteria, as outlined by Wal-Mart:

- 15% will be based on Green House Gases / CO<sub>2</sub> per ton of Production
- 15% will be based on Material Value
- 15% will be based on Product / Package Ratio
- 15% will be based on Cube Utilization
- 10% will be based on Transportation
- 10% will be based on Recycled Content
- 10% will be based on Recovery Value
- 5% will be based on Renewable Energy
- 5% will be based on Innovation

### **How it Works**

To determine their packaging "score" based on the above criteria, Laminations' customers will go to [www.marketgate.com](http://www.marketgate.com) and enter in their packaging data. Their score will help them determine how they rate against their peers. Suppliers will receive an overall score relative to other suppliers, as well as relative scores in each category. This will allow suppliers to focus on specific changes to improve their overall score.

### **The Timing**

On Feb. 1, 2007, Wal-Mart began a one-year trial period during which suppliers are able to input, store and track data, learning and sharing their results as desired. As of Feb. 1, 2008, Wal-Mart will begin using the packaging scorecard to measure and recognize its entire supply chain based upon each company's ability to use less packaging, utilize more effective materials in packaging, and source these materials more efficiently relative to other suppliers.

### **The Solution**

Laminations' products can help suppliers meet many of the above criteria. See the reverse side for details...

## Key Selling Points

### Laminations Helps Customers Improve Their Packaging Sustainability By...

- Utilizing more effective design to achieve the same amount of product protection using fewer packaging materials
- Offering eco-friendly recycled, recyclable and reusable packaging alternatives
- Ensuring efficient transportation and delivery of packaging orders

#### • Helping achieve the 7 R's of Sustainable Packaging:

##### 1 – Remove Packaging

- Laminations products remove excess or “over-packaging,” allowing suppliers to get exactly what they need for their logistics environment without the need for extra packaging components
- 4 pieces of VBoard can unitize and stabilize a pallet load with the use of stretch wrap and/or banding, eliminating the need for large, awkward corrugated shrouds

##### 2 – Reduce Packaging

- By providing maximum protection with a minimum amount of packaging material, Laminations products are a natural choice for source reduction
- VBoard products have excellent strength, allowing customers to downgrade corrugated cases
- Can package hundreds of pallets of product with only one pallet load of VBoard

##### 3 – Reuse Packaging

- Many Laminations products can be returned and reused in a closed-loop system to unitize multiple loads over time
- The materials used as a basis for Laminations product consist of side roll trim and other non-standard products; Laminations converts these materials into higher-value, first-quality packaging components
- Laminations' worthwhile commercial use for this material results in it getting at least one additional reuse before being recycled

##### 4 – Renew(able)

- Instead of going back to the city wastewater system, the wastewater created from Laminations' printing process is reused in the manufacturing process, saving thousands of gallons of water each year
- Several components of the glue used in Laminations' manufacturing process are purchased off-spec and then reformulated to first-quality before being integrated into the process
- When making glue, Laminations reuses the water from the cleanup of its printing plates
- There is no heat used in the laminating process, eliminating the need for energy usage

##### 5 – Recycle(able)

- All paperboard packaging products are made from recycled fiber, approximately 80% of which is post-consumer waste
- All Laminations products are 100% recyclable and are easy to dispose of in existing recycling systems; they can be thrown into the same baler that a company has for collecting and baling old corrugated
- VBoard laminated paperboard products are made from recycled materials and are fully recyclable; whereas some edge protector products use co-mingled materials and must be sent to a landfill for disposal

##### 6 – Revenue (economic benefits)

- Laminations is compliant with U.S. Green Building Council Initiatives: Laminations features strategically located plant locations to serve customers in every area of the United States expediently and cost-effectively, reducing fuel consumption during the shipping process
- VBoard is more dense than corrugated, so more product can be shipped in a truckload
- VBoard can stack normally un-stackable loads for better cube utilization in trailers and warehouses leading to savings in shipping and storage
- Shipping costs are reduced by using VBoard products to double stack or square off pallet loads allowing more product to be shipped per truck

##### 7 – Read (education)

- Laminations is committed to helping its customers identify and select the most appropriate environmentally responsible packaging solutions

#### Resources

- Automated online demonstration of how the packaging scorecard works: [www.scorecardlibrary.com](http://www.scorecardlibrary.com)
- Site that helps product suppliers find packaging suppliers who can help them make improvements: [www.marketgate.com](http://www.marketgate.com)
- The Sustainable Packaging Coalition: [www.sustainablepackaging.org](http://www.sustainablepackaging.org)

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