

# KEY PRINCIPLES

The following key principles and considerations evaluate packaging systems and materials for their environmental impact with emphasis on reducing both the actual amount of packaging waste and the environmental effects of packaging. These principles align with the Waste Hierarchy following the framework of most favourable options through to final disposal being the least favoured.

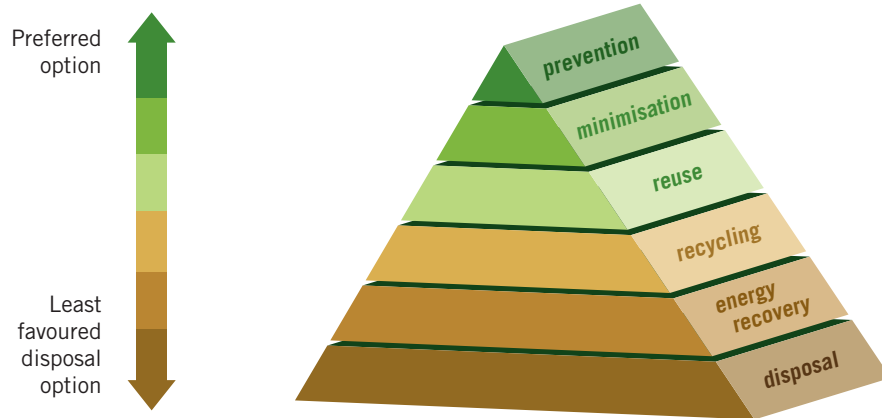


Figure 1

KEY PRINCIPLES	CONSIDERATIONS
<p><b>1. PACKAGING FUNCTIONALITY:</b></p> <p>The primary purpose of packaging is to ensure product integrity. Packaging should be designed to meet market and consumer needs while minimising net environmental impact in a cost effective way.</p>	<p>Meet technical performance requirements</p> <p>Meet consumer needs and expectations</p> <p>Labelling and symbols to help re-use, recovery and recycling</p>
<p><b>2. RESOURCE EFFICIENCY:</b></p> <p>Packaging should be designed to minimise the use of materials and other resources without compromising product quality, safety and economic viability.</p>	<p>New product development (NPD) process</p> <p>Existing packaging review</p> <p>Minimise materials</p> <p>Transportation (supply chain) efficiencies</p> <p>Water and energy efficiencies</p>
<p><b>3. LOW IMPACT MATERIALS:</b></p> <p>Packaging should be designed to minimise the environmental and social impact of materials and components. Materials should be selected incorporating a whole-of-life approach.</p>	<p>Traditional Packaging Materials (vs new technology)</p> <p>Re-usable packaging</p> <p>Recyclable materials</p> <p>Post consumer recycled materials</p> <p>Materials from renewable sources</p> <p>Degradable materials</p> <p>Risks associated with hazardous materials</p> <p>Locally sourced materials</p> <p>Materials from responsible suppliers</p>
<p><b>4. END-OF-LIFE OPTIONS:</b></p> <p>Packaging should be designed to minimise the environmental and social impacts of its disposal. All environmental claims must be substantiated.</p>	<p>Recovery for recycling purposes</p> <p>Recovery for composting purposes</p> <p>Energy recovery</p> <p>Landfilling</p>