

24 January 2014

Petainer joins Carlsberg to take part in ground-breaking 'upcycling' initiative

Petainer, the leading supplier of PET preforms to Carlsberg's DraughtMaster™ system, has been invited by the Carlsberg Group, one of the biggest brewers in the world, to participate in the Carlsberg Circular Community based on the Cradle-to-Cradle® design framework; a unique and ambitious upcycling programme designed to eliminate packaging waste.

Carlsberg has invited suppliers to take part in the new initiative, which is based on the idea of creating packaging that is optimised for recycling and re-use – an approach, often referred to as 'upcycling'. The co-operation has been formalised through the Carlsberg Circular Community, for which Petainer has been invited to participate as a founding member and the only current PET packaging supplier.

Under this initiative, Carlsberg aims to have new products undergo an assessment for 'upcycling' potential using a Cradle- to-Cradle® analysis, which will reveal if the products contain any chemicals or additives that would reduce the value and quality of the materials.

Petainer supplies Carlsberg with DraughtMaster™ preforms, high-quality lightweight PET material that cost less than 10% of the price of steel kegs, while also offering a range of environmental and performance benefits.

Unlike steel kegs or other plastic variants, DraughtMaster™ kegs do not have to be cleaned, so there is no need for the water, chemicals or energy usually associated with the cleaning process. Every DraughtMaster™ keg saves approximately 12 litres of water, mitigating 'water stress'.

All DraughtMaster™ kegs use sophisticated barrier technologies to restrict oxygen ingress and reduce CO₂ losses. There is no taste taint, since no aluminium or other metals are present to affect the flavour of the product stored.

Annemieke Hartman-Jemmett, Group Commercial Strategy Director at Petainer, said: "To be asked to take part in this programme by Carlsberg is recognition of our ability to respond to a challenging innovation like the DraughtMaster™. PET kegs are the future, they are shaking up the market and allowing brewers and other drinks suppliers to deliver beverages anywhere in the world offering great commercial advantage and with greatly reduced environmental impact. It's wonderful for these efforts to be recognised with the invitation to join the Carlsberg Circular Community."

The inspiration behind the Carlsberg Circular Community is the Cradle-to-Cradle® design framework. A platform for business where products and materials are defined according to how they are used, i.e. the right materials in the right place at the right time. The result; resources are suitable for re-use instead of being waste.

The first stage in this process will be for Carlsberg to conduct assessments of products in order to identify potential for optimising the products according to Cradle- to-Cradle® principles. Carlsberg's target is to cooperate with a select number of partners and to launch three Cradle-to-Cradle® certified products by 2016.

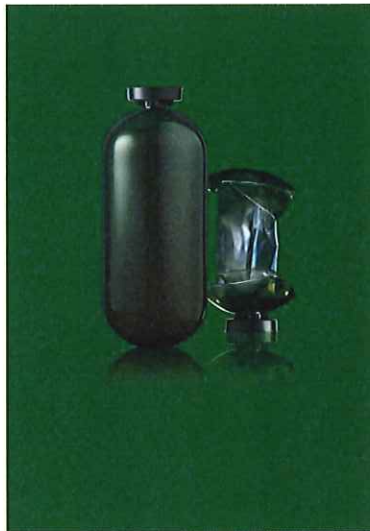
Annemieke Hartman-Jemmett added: "We've worked really closely with Carlsberg to optimise the design of the DraughtMaster™ keg, so it's exciting to see them including this product as part of the Carlsberg Circular Community".

The Carlsberg Circular Community is also expected to create other benefits beyond sustainability, through new partnerships and closer co-operation throughout the value chain.

Jørgen Buhl Rasmussen, President and CEO of Carlsberg Group, said: "We want to build our resilience and prepare for future growth in an environment of increased resource scarcity and we want to develop solutions that benefit not only our business, but also the

environment and the societies in which we operate. The packaging initiative and the co-operation with suppliers are a big leap forward. By cooperating with our suppliers, we can achieve far more than each of us can do alone."

Ends



The DraughtMaster™ keg

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Notes to editors:

- Petainer is a specialist engineering and technology business, an industry leader in the development, design and manufacture of PET (PolyEthylene Terephthalate) food and beverage containers.
- Petainer is a UK-based company which has operations in Scandinavia, the Czech Republic and Russia as well as sales offices in Germany and the U.S. Petainer's products are available globally. See www.petainer.com.



- Polyethylene terephthalate, commonly abbreviated to PET, is a thermoplastic polymer resin of the polyester family and is used in beverage, food and other liquid containers.

22/01/2014

Carlsberg joins forces with suppliers to eliminate waste by developing next generation of packaging for high-quality 'upcycling'

Carlsberg and selected global suppliers have joined forces to rethink the design and production of packaging material, to develop the next generation of packaging products that are optimised for recycling and reuse, while, at the same time, retaining or improving their quality and value. The approach is increasingly referred to as 'up-cycling'. The cooperation has been formalised through the Carlsberg Circular Community as part of the Carlsberg Group's work on Sustainable Packaging.

The founding companies working together with Carlsberg are;

- Rexam: Cans
- Arkema: Glass bottle coatings
- O-I: Glass packaging
- RKW: Shrink Wrap
- MWV (MeadWestvaco): Paperboard Multipacks
- Petainer: PET kegs for draught beer

Rethinking the concept of waste

In the future we are all facing increasing pressure on natural resources due to the ever-increasing demand for consumer goods. This is creating further demands on businesses to use materials more efficiently. However, the current efficiency approach adopted by industry is unlikely to be sufficient to affect long-term sustainable change.

Reducing dependence on primary materials as the input to creating these consumer goods is one of the ways companies can secure continued sustainable growth. Earlier studies by the Ellen MacArthur Foundation and McKinsey & Co. project billions of Euros in savings from stimulating economic activity in product development, remanufacturing and refurbishment^[1].

The companies will be using the Cradle to Cradle Design Framework®, created by Professor Michael Braungart and EPEA Internationale Umweltforschung GmbH, to develop a Cradle-to-Cradle® roadmap and assessment of their products.

Professor Michael Braungart says:

"Carlsberg and its suppliers are taking an important step on the roadmap towards creating new benefits with packaging. This co-operation is a great example of companies planning together for the future, creating solutions to the global challenges that face us all. I encourage companies to join Carlsberg in its efforts to develop innovative packaging and rethink the concept of waste."

Carlsberg Circular Community - inspired by Cradle to Cradle®

Cradle-to-Cradle® is a business platform for innovation and quality, with the aim of improving the quality of products so that they

- have an improved consumer quality for the user
- pose no health risk for anyone who comes into contact with them
- are of both economic and ecological benefit

"We want to build our resilience and prepare for future growth in an environment of increased resource scarcity. And we want to develop solutions that benefit not only our business, but also the environment and the societies in which we operate. The packaging initiative and the cooperation with suppliers represent a big leap forward. By partnering with our suppliers, we can achieve far more than each of us can do alone", says Jørgen Buhl Rasmussen, President and CEO in Carlsberg Group.

With this initiative, Carlsberg aims to have new products undergo an assessment for up-cycling potential using a Cradle-to-Cradle® analysis, which will reveal if the products contain any chemicals or additives that would reduce the value and quality of the materials. The targets are to include 15 partners and to have a minimum of three products Cradle-to-Cradle® certified by 2016.

Carlsberg is already using solutions that reduce reliance on natural resources, such as refillable glass bottles, which in some markets are used more than 20 times, and the beverage can which is infinitely recyclable. One of the key challenges that the initiative will focus on is creating solutions that are both sustainable and appeal to the consumer.

Following the first phase, further analyses will be done as regards how the initial findings can be used to create new products and solutions that can contribute to up-cycling for a resource-efficient economy and society. Carlsberg's ambition is to be a frontrunner for circular economy materials by leveraging Cradle-to-Cradle® innovation and quality.

About the partners

Arkema

Arkema: a specialty chemicals manufacturer focused on innovation and a major world chemical player, Arkema provides its customers with practical solutions to address the challenges of sustainable development. With operations in more than 40 countries, some 14,000 employees and 10 research centers, the Group generates annual revenue of €6.4 billion. For further information, visit www.arkema.com.

Rexam:

Rexam is a global consumer packaging company. We are one of the leading global beverage can makers and a major global player in rigid plastic packaging for healthcare applications. We are business partners to some of the world's most famous and successful consumer brands. Our vision is to be the best global consumer packaging company. We have 67 manufacturing plants in 24 countries and employ around 11,000 people. Our sales from continuing operations in 2012 were in the region of £4.3 billion. For further information, visit www.rexam.com.

RKW:

The RKW Group is a globally-active company. It is one of the leading international manufacturers of high-quality polyethylene and polypropylene films and nonwovens.

The independent, family-owned company has been setting the standard in terms of quality, innovation and service for over 56 years. Today, around 3,000 employees work in 20 locations around the world. In 2012, the company generated sales of about EUR 840 million. For further information, visit www.rkw-group.com.

MWV:

MeadWestvaco Corporation (NYSE:MWV) is a global packaging company providing innovative solutions to the world's most admired brands in the healthcare, beauty and personal care, food, beverage, home and garden, tobacco, and agricultural industries. The company has been recognized for financial performance and environmental stewardship with a place on the Dow Jones Sustainability World Index every year since 2004. For further information, visit www.mwv.com.

O-I:

Owens-Illinois, Inc. (NYSE: OI) is the world's largest glass container manufacturer and preferred partner for many of the world's leading food and beverage brands. With revenues of \$7.0 billion in 2012, the company is headquartered in Perrysburg, Ohio, USA, and employs approximately 22,500 people at 79 plants in 21 countries. For further information, visit <http://www.o-i.com>; www.glassislife.com

Petainer:

Petainer is an innovation-led PET and plastics packaging company. We combine business understanding with packaging innovation to deliver gamechanging solutions supported by a comprehensive sustainable framework delivering **eco**nomics to brand owners. For further information, visit www.petainer.com.

04/03/2013