

Enhancing Safety & Sustainability with Packaging Solutions

Eugenio Longo
Sealed Air Corporation

WHO WE ARE

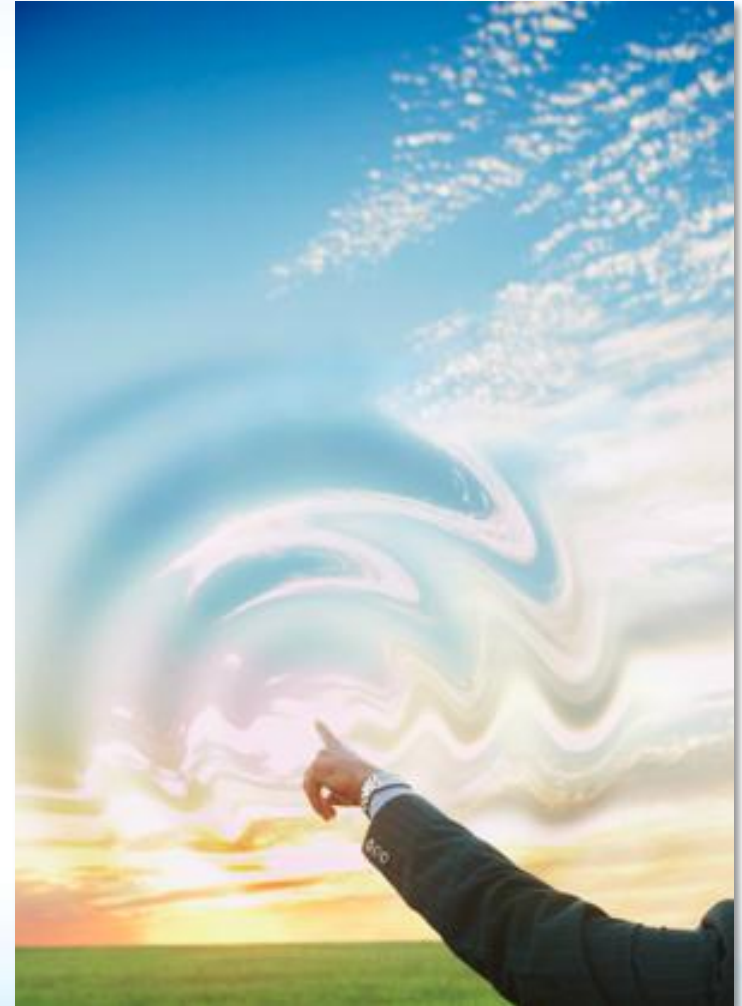
A COMPANY FOCUSED ON PROTECTION

We are focused on delivering consistent, superior solutions in three areas:

- **FOOD SAFETY AND SECURITY**
- **FACILITY HYGIENE**
- **PRODUCT PROTECTION**

Our customers rely on these solutions to improve safety, efficiency and sustainability.

We are committed to creating business value for our customers, enhancing the quality of life for consumers and providing a cleaner and healthier environment for future generations.



END-TO-END FOOD SAFETY AND SECURITY



**OPPORTUNITY TO INVENT NEW END-TO-END SOLUTIONS ACROSS THE
“FOOD PRODUCTION-PACKAGING-PROCESSING-CONSUMPTION” CONTINUUM**

External Recognition of Sealed Air Leadership



Sealed Air has been recognized as the most admired company in its industry and in the Top 10 in both innovation and social responsibility categories for all companies surveyed worldwide, according to Fortune Magazines' annual survey.

Sealed Air's SmartLife Commitment



Sealed Air's SmartLife approach to sustainability considers the entire life cycle of a product to prevent waste, improve operations, reduce risk and enhance overall sustainability

SMART – Smart people making smart choices

LIFE – Delivering value through the entire life cycle

Use of Life Cycle Thinking

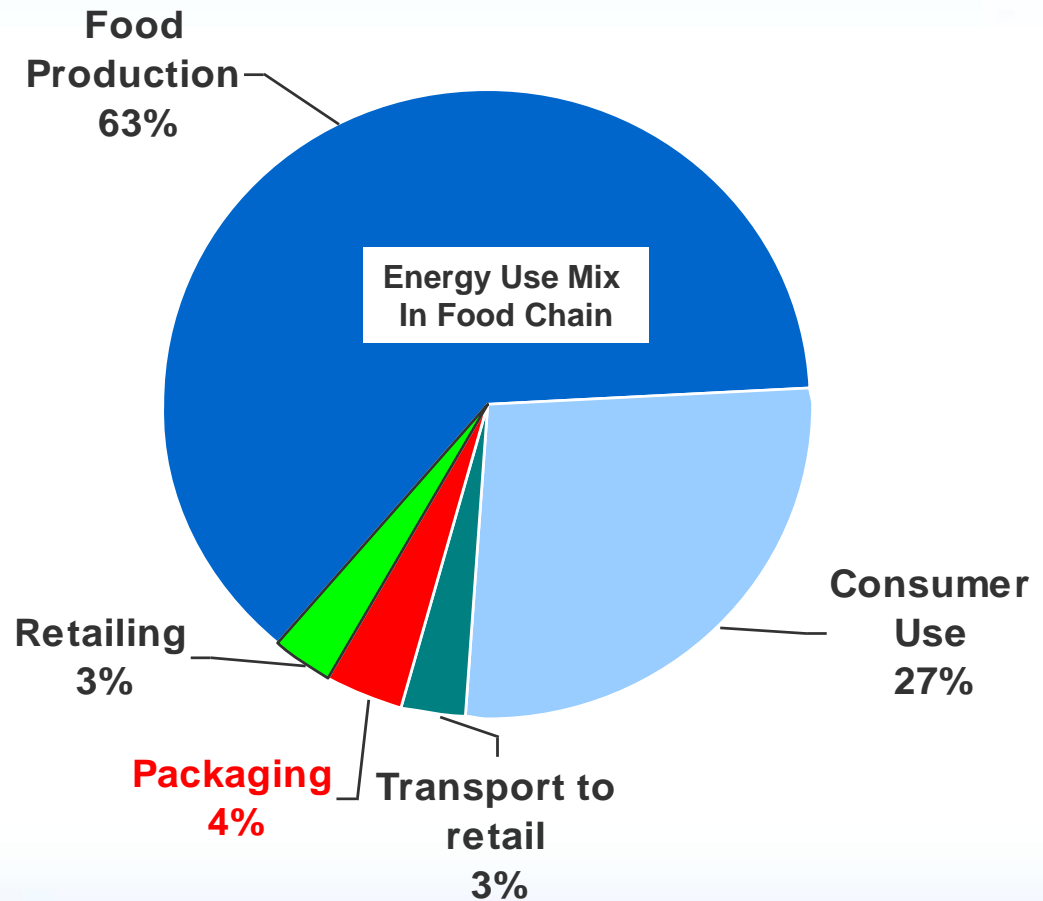


- Packaging system design must be optimized with total life cycle in mind
- Packaging is an essential part of the **product** life cycle
- Avoid piecemeal approaches that shift problems from one part of the life cycle to another

**Optimize overall performance
by taking the entire life cycle
into account**

Packaging provides benefits in the distribution, storage, merchandising and quality of food products

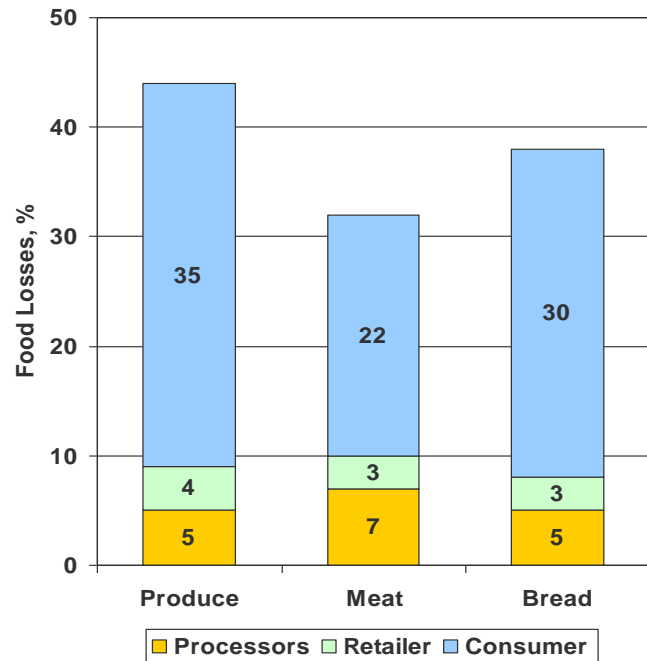
- Packaging represents 4% of all the energy used in the meat food supply chain



Source: Table for One, Incpen (2009)

Although packaging is often seen as waste, packaging has much less impact than food that is wasted

Food Waste in the Supply Chain



Source: International Packaging Institute Study (2008)

Food Waste at Consumers

Consumers throw out around 1/3 of what they purchase

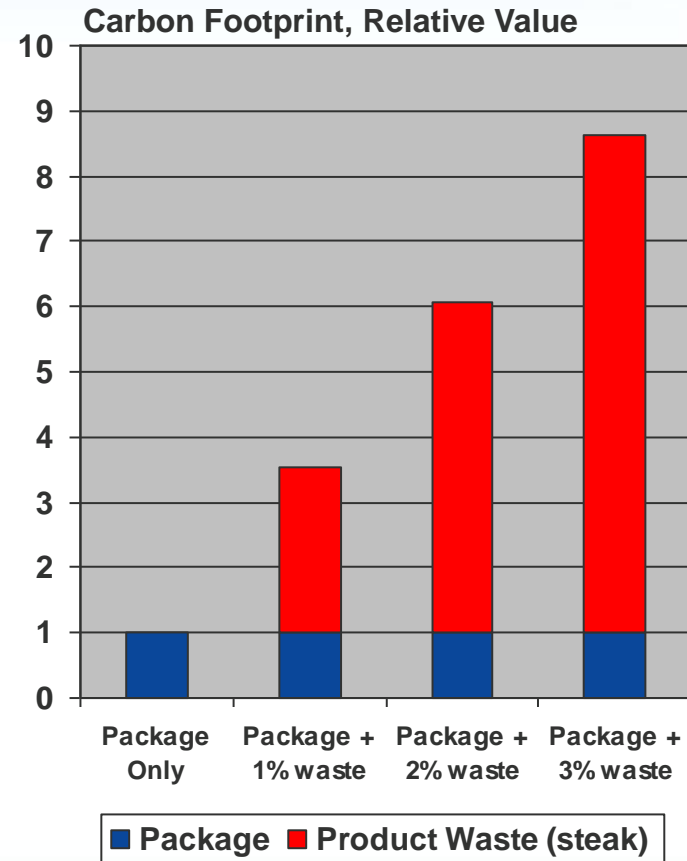
Approximately 61% of that waste was avoidable.

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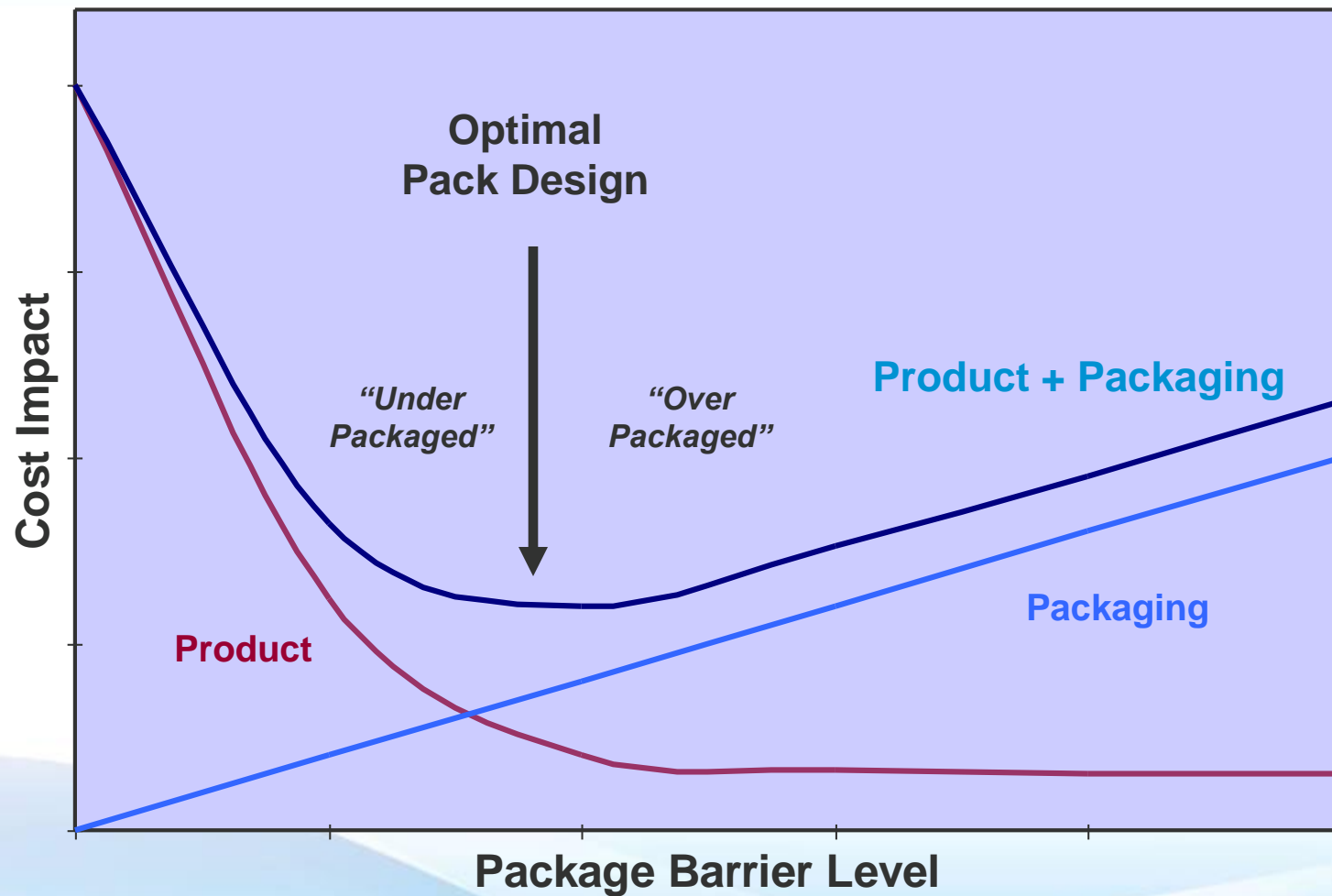
Impact of food waste on carbon footprint of fresh meat packaging systems

- Example of impact of food waste (beef steak) on carbon footprint of overall system.
- Seal failures are the leading cause of leaking packages.
- High performance polyolefin-based sealants ensure efficient and safe product distribution.
- Even small increases in seal failures can have a significant effect on environmental impact.



Source: Sealed Air streamlined LCA; not peer-reviewed.

Illustration of the Cost Impact of Shelf Life



Protect Against Damage with Abuse Resistant Packaging

Bone-Guard Packaging Systems



- Addition of 25% more packaging (small patch) reduced damage during retail display by 73%.
- By addressing “hot spot” in retail display, entire supply chain benefited—with estimated 6% reduction in GHG impact
- Small increase in packaging was offset by significant savings in reduced product losses prior to sale

Prevent Contamination with Leak-Resistant Packaging Systems



Hermetic Poultry Packaging Examples

- Campylobacter contamination is a leading food safety concern for fresh poultry
- Leak-resistant packaging has been shown in Ireland to reduce contamination by nearly 90%
- Leak-resistant poultry packaging contributed to greater than 50% decline in campylobacteriosis in NZ
- Properly designed packaging systems mitigate risks due to food contamination

Sources

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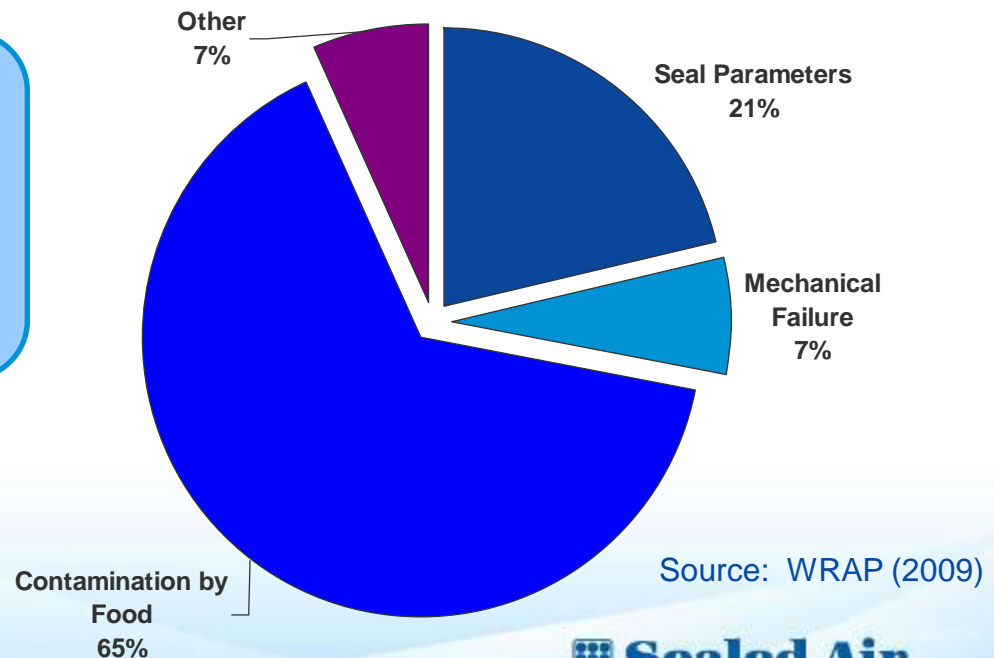
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Packaging Attributes

Hermetic, leak-resistant seals provide a barrier to micro-organisms

Functional Benefits

Prevent microbial cross contamination and enhanced food safety protection



Reduce Consumer Waste with Features for Consumer Convenience

- Consumers in developed countries waste as much as 30% of what they purchase
- Nearly 2/3 of the food loss is possibly avoidable
- Packaging design can prevent loss of edible food, reduce throwaways while providing convenience features
- Overall impact is saving food costs, reducing environmental impacts and enabling food supply to feed more people

Portioned Packaging



Shelf-Stable Packaging



Resealable Packaging



Ready Meals

Conclusions

- Packaging Plays a Key Role in
 - Improving Operations
 - Mitigating Risk
 - Reducing Waste
- Packaging Technology Enhances Overall Product Life Cycle
 - Extends Quality Life
 - Protects Against Damage
 - Prevents Contamination
 - Reduces Consumer Waste



Thank you Questions?



to

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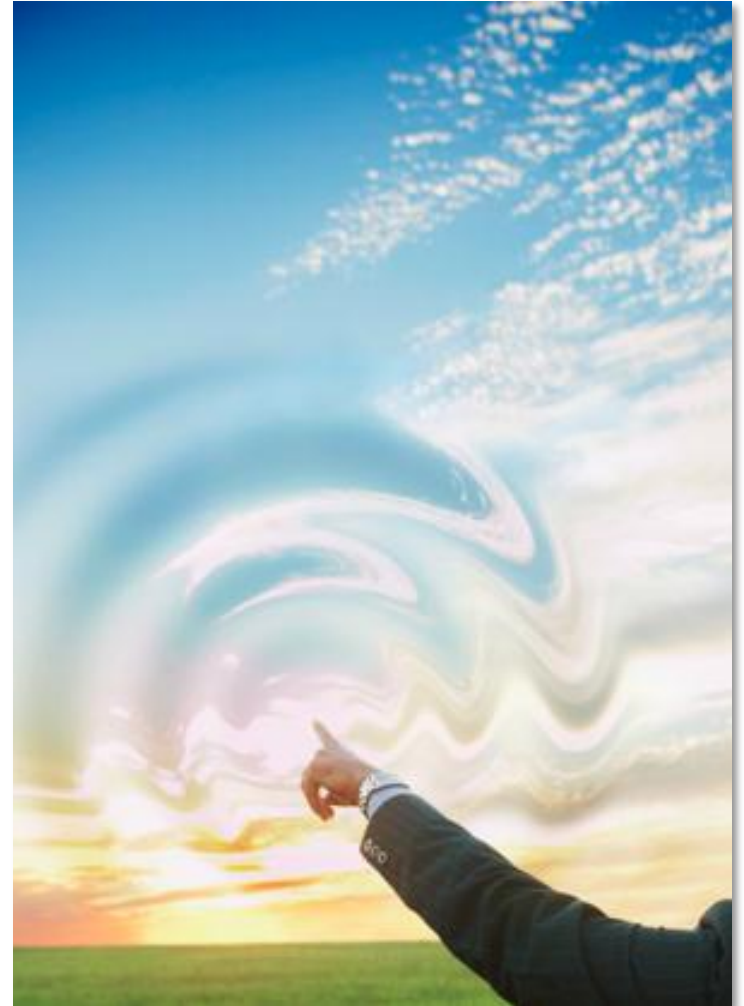
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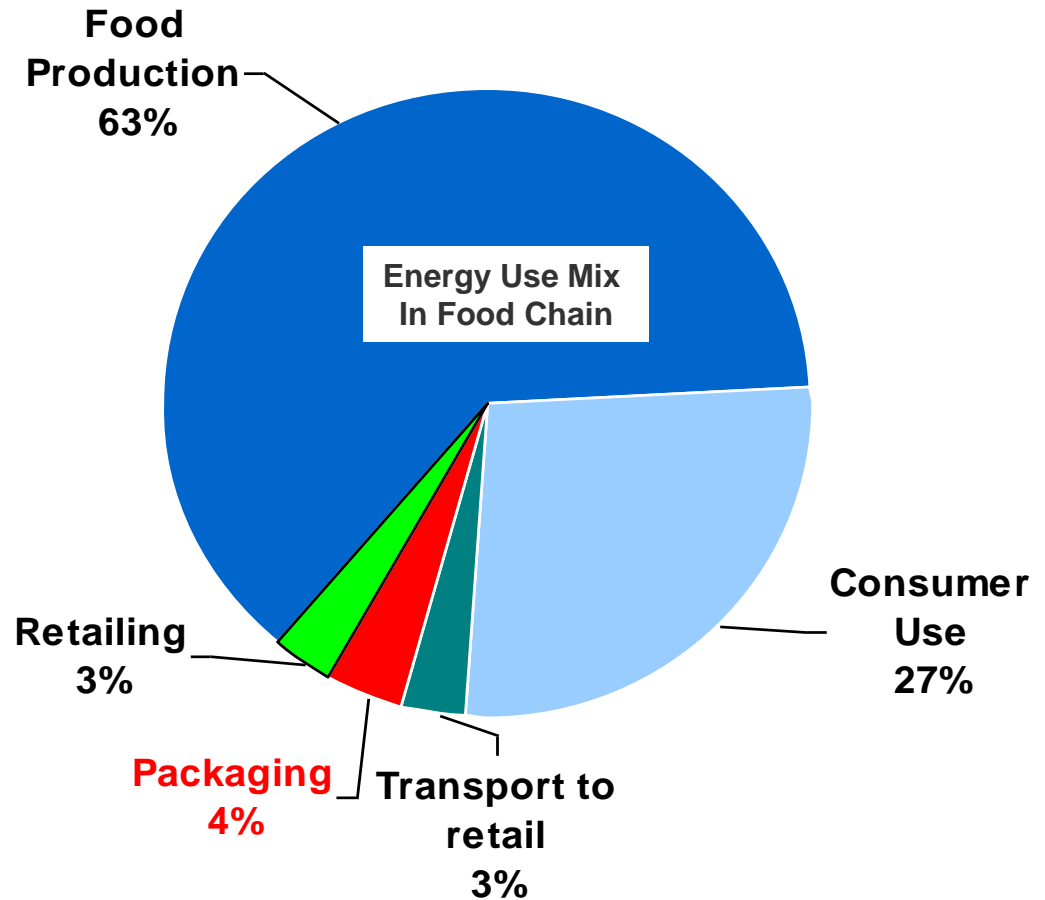


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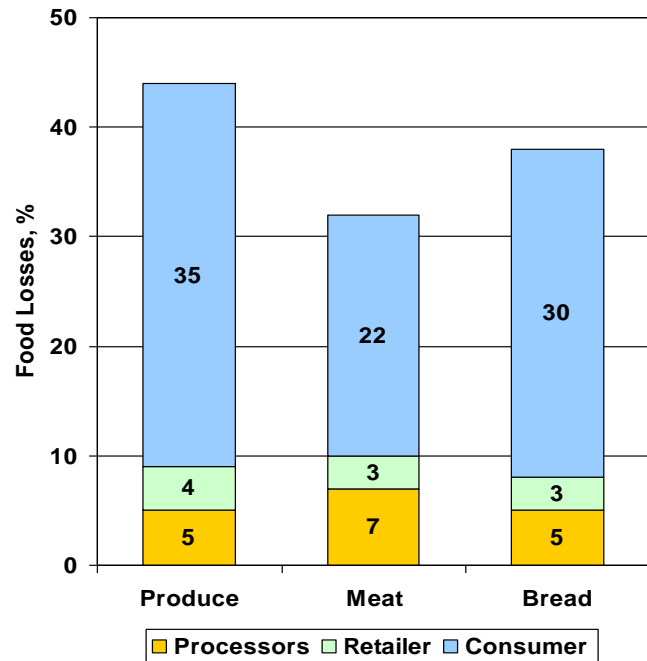
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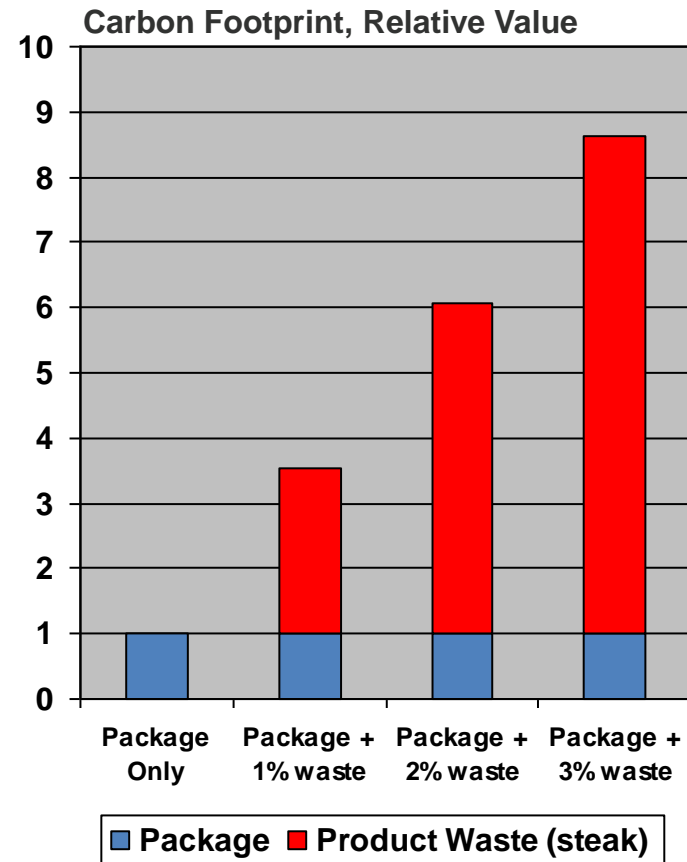
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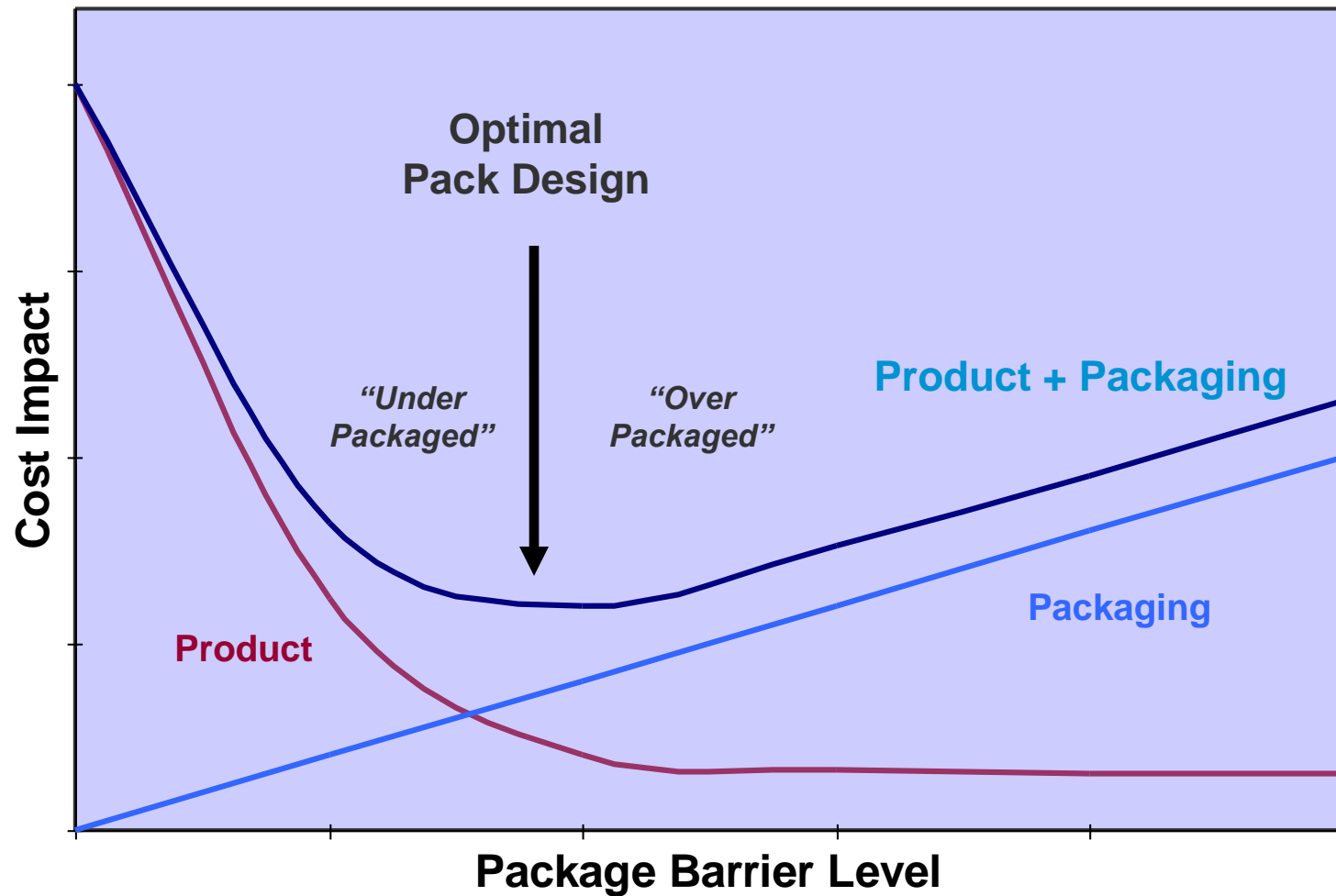
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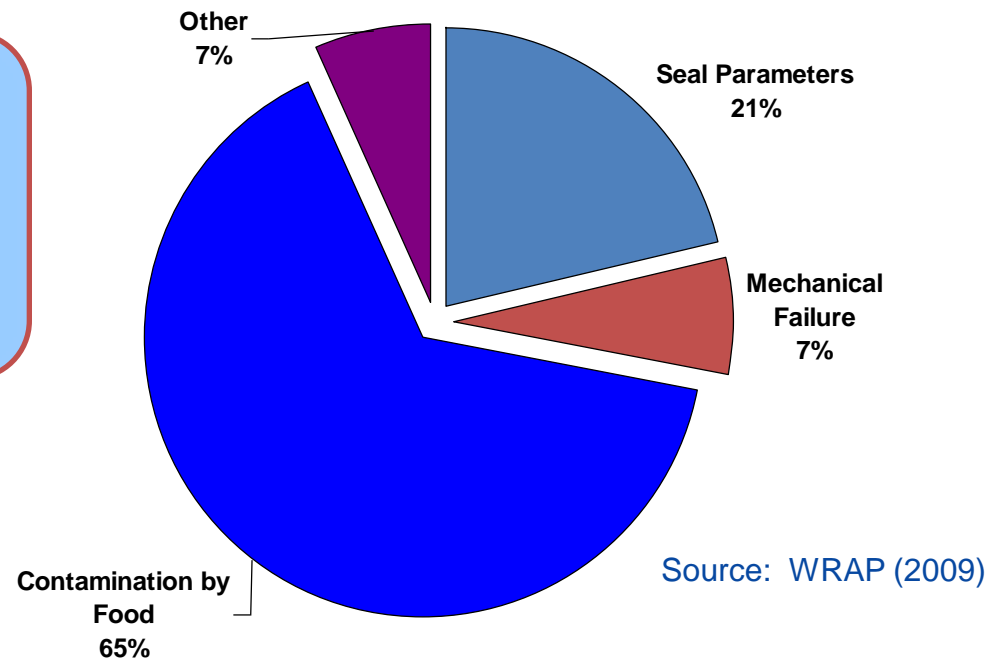
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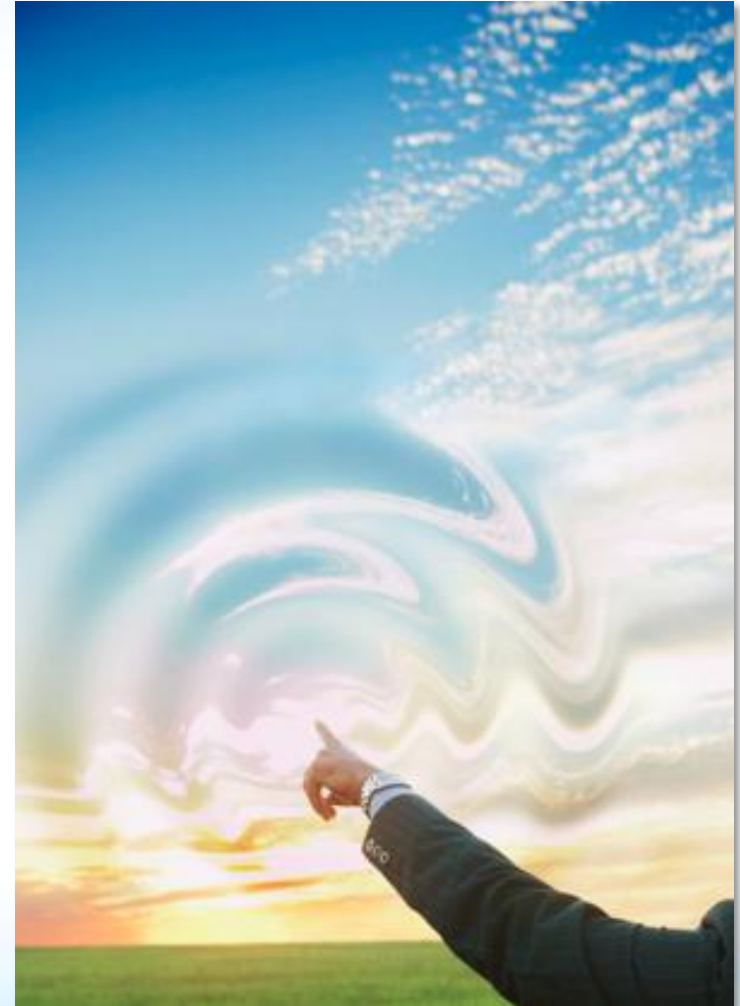
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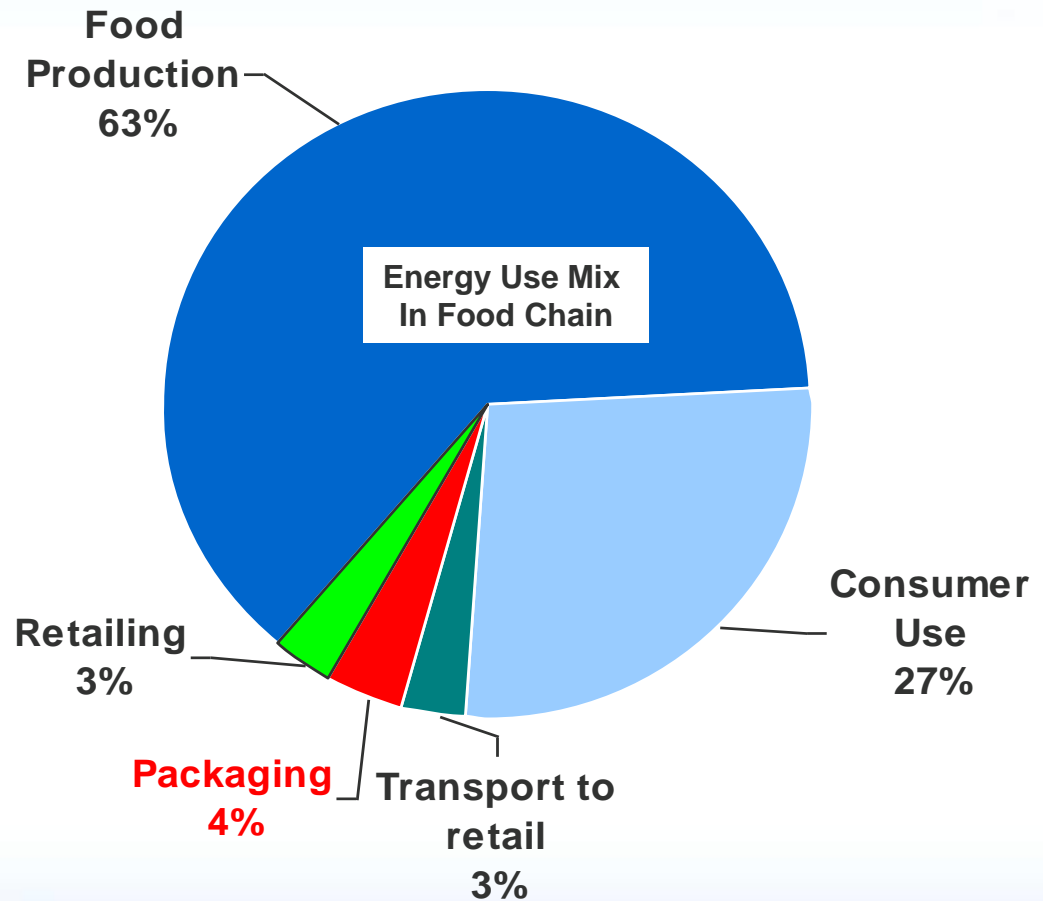


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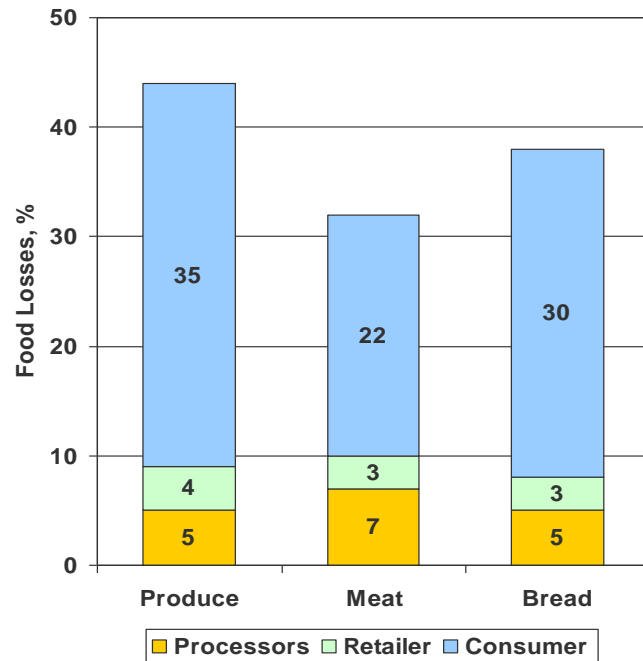
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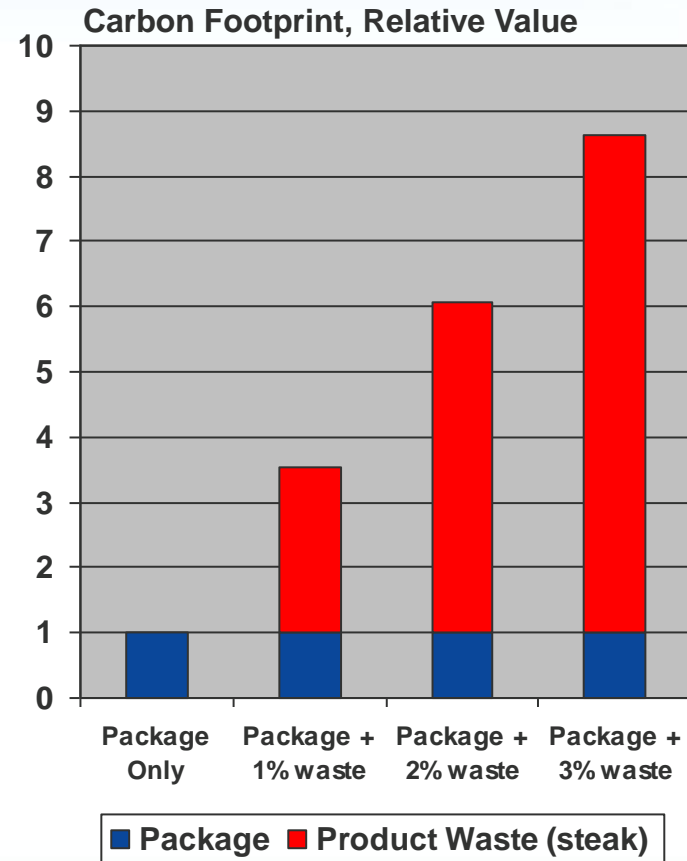
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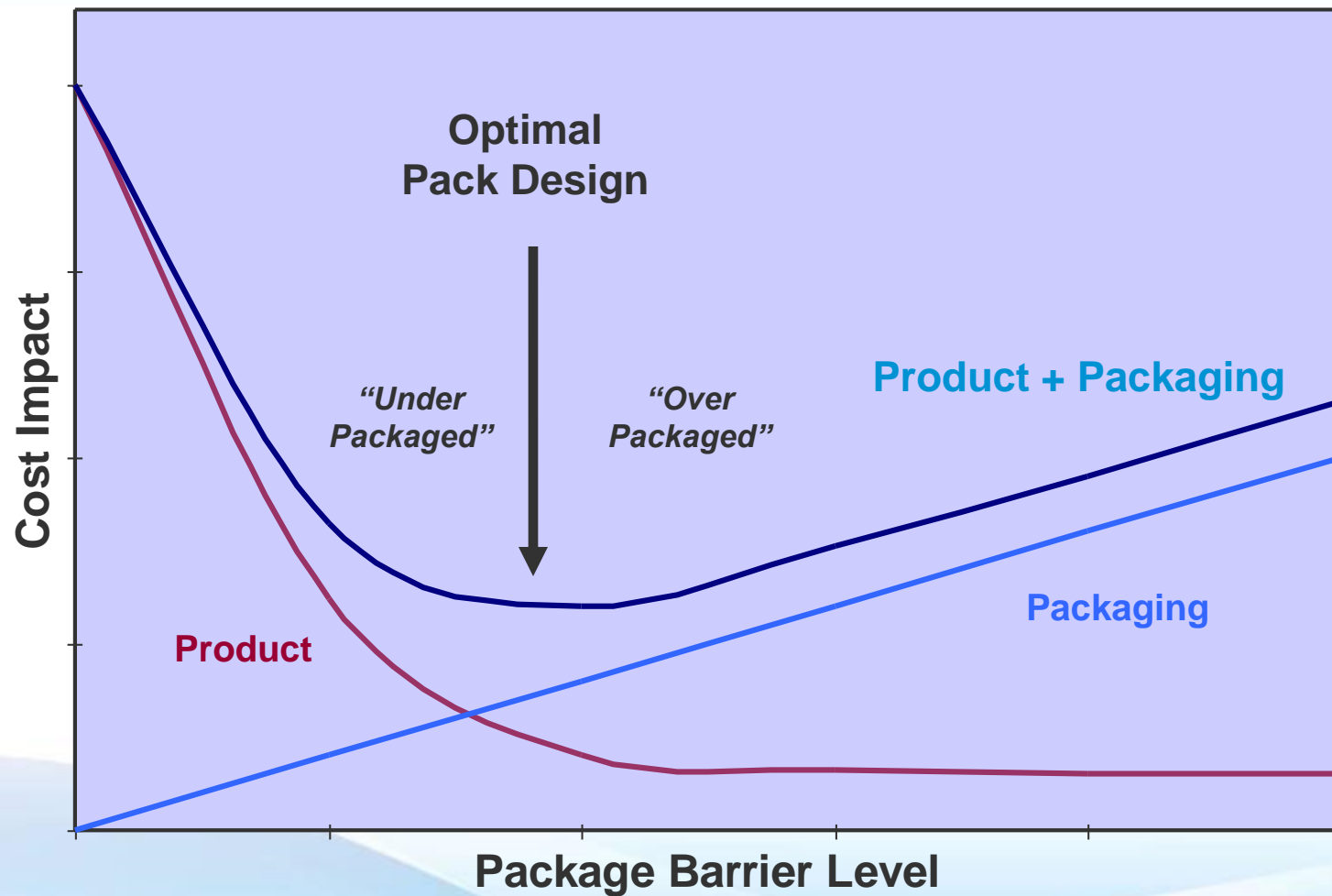
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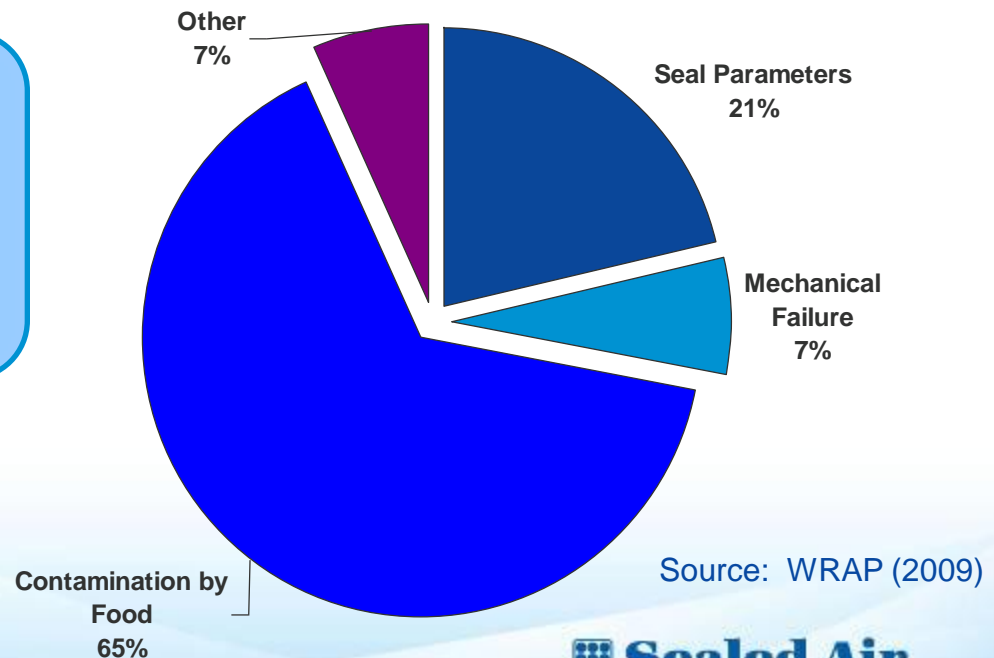
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