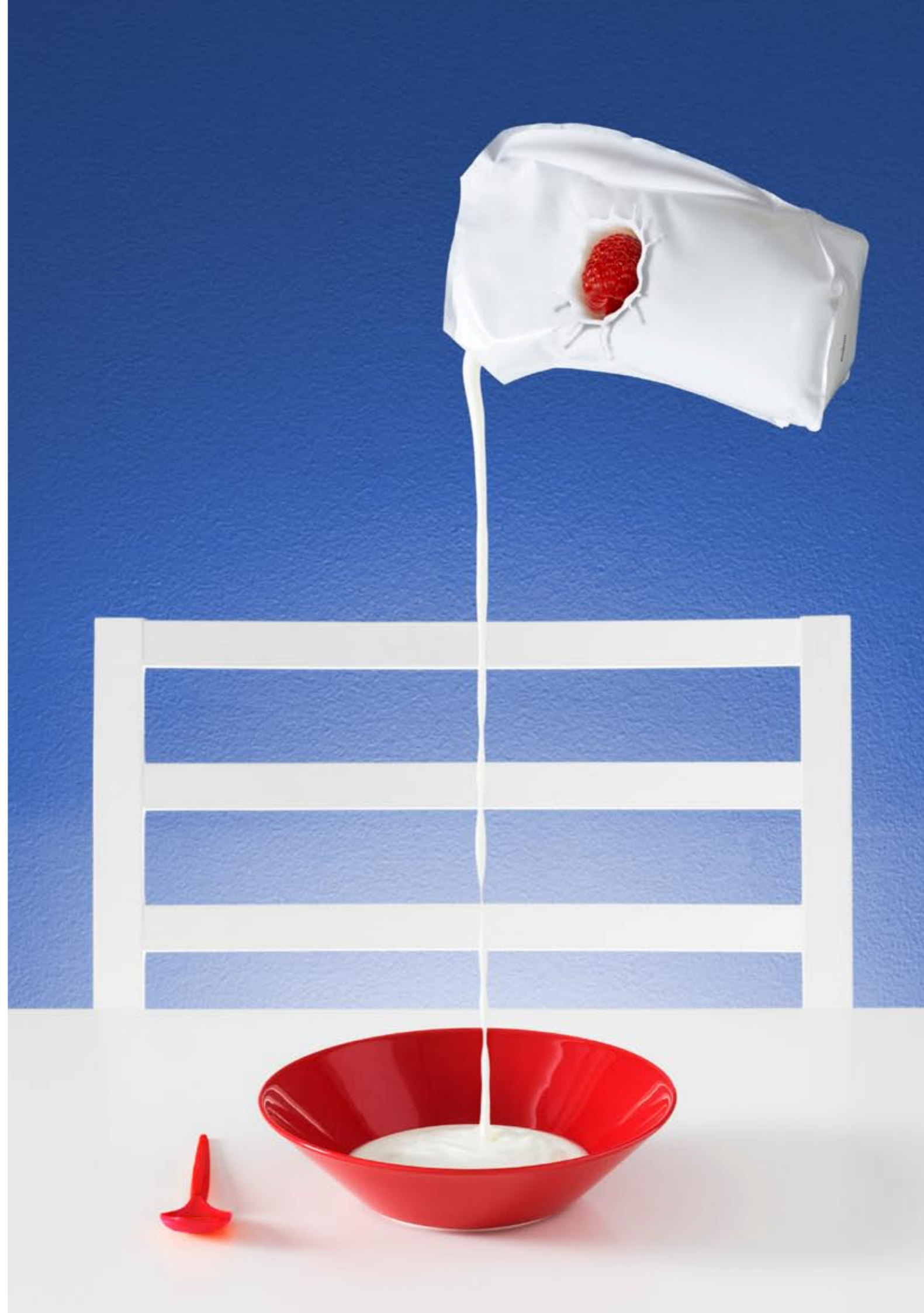


...a lighter approach to packaging

This is a quick guide to Ecolean. With nine straight questions and nine straight answers, it explains our choice of a lighter approach to packaging.

In just a few minutes you'll know the Ecolean essentials: who we are, what we do and who we serve.



ecolean
a lighter approach to packaging

1. What does Ecolean do?

We develop and manufacture packaging systems for the liquid food industry – packaging material, packaging, and filling machines. By using a minimal amount of raw material we create a lightweight package with a low environmental impact.

2. Is low weight equal to low environmental impact?

Lightweight packaging is the approach Ecolean has taken to saving nature's resources. An Ecolean package weighs just 40 to 50% as much as a conventional liquid food carton or bottle. Less use of raw materials saves energy during production, transport and waste handling. Independent studies have shown it to be effective throughout the package's whole lifecycle, from the manufacturing end to the waste end.

3. So the company name suggests ecological thinking?

It does. Ecolean produces a package whose low weight alone saves resources. It is completely in line with the global demand of a resource saving society. Saving resources is saving the environment. This



is our contribution in a time when informed consumers are demanding modern and clever packages.

4. Will a consumer understand the smartness of the packaging?

Absolutely. An obvious advantage is the

fact that an empty Ecolean package is totally empty. When viscous products like yoghurt are sold in conventional one-litre packages, as much as one decilitre stays in the package and is thrown away for no reason. Once empty, the Ecolean package is flat as an envelope and its low weight is undeniable. It saves space in the trash bag, which naturally has a positive effect on the whole waste handling process.



5. Can you give a concrete example?

We recently let a school put our packaging to the test. Instead of the regular cartons, milk was served for a week from Ecolean packages. Under normal circumstances, a garbage truck would empty the school's garbage container once a day. But at the end of the Ecolean

week, the garbage container was still less than half full. Low waste volumes keep waste handling to a minimum.



6. What's the competition?

The Ecolean package puts all heavier packages in the shade. Traditional pouches are lighter, but their only function is to keep the content in place. The Ecolean package not only does that, but also stands steadily (whether full or half-full) and is easy to open, hold and pour from. It's the clever result of Swedish engineering.

7. So Ecolean is a Swedish company?

Ecolean is an international company with its headquarters, manufacturing and development in Sweden and manufacturing

in China (for Asia and Pacific markets). It was founded in 1996 and has commercial activities in 30 countries, the largest markets being China and Russia. Ecolean has 225 employees, of whom 115 are in Helsingborg in the south of Sweden.

8. Are Ecolean customers mainly dairies and liquid food companies?

Correct, although we see our customers



in a wider perspective. Retail chains and consumers are just as important as producers. A package must function

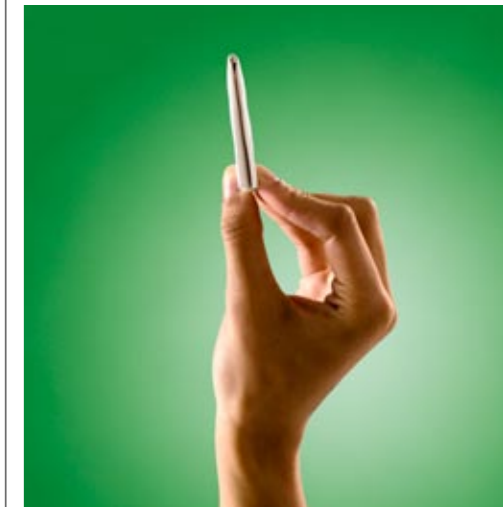
from production, filling and distribution to the kitchen table and the trash bag, and then through the whole waste handling process.

9. What does the package look like?

Ingenious thinking and engineering have resulted in a flexible plastic package shaped like a pitcher. The air-filled handle is an important detail in the clever design. It adds stability to the package. The packaging material consists of 40% chalk, so one could argue that half the package is made from chalk and air.



The package also has a perfect surface for high-quality print, which together with a generous face display will draw the attention of a fast-moving, easily distracted consumer.



All in all, the lightweight Ecolean package is convenience and environmental concern in one.

Read more about using less at www.ecolean.com



ECOLEAN® AIR ASEPTIC 1000



ECOLEAN® AIR 1000



ECOLEAN® AIR 500



ECOLEAN® AIR 500 S



ECOLEAN® AIR 250



ECOLEAN® AIR 200



ECOLEAN® CLEAR 250