

Environment



Saving resources is saving our environment

Modern packaging must be more than just convenient. It has to reflect environmental concern as it passes from production, distribution and retail, to the kitchen table and beyond – with convenience still intact.

Lightweight packaging is the approach Ecolean has taken to saving nature's resources. Saving resources is no longer just a matter of looking at the waste end of a package life cycle. Equally important are the resources used at its beginning.

At Ecolean, we use less raw material from the start.

Our packaging material is made from a thin plastic film, part plastic (PE and PP) and part chalk (40 % by weight), one of nature's own material.

Another obvious advantage is that the flexible Ecolean package is very easy to empty, which means less food waste. Once empty, the Ecolean package is as flat as an envelope, which means less waste and less transports.

Light and thin as our packaging is, resource-saving arguments for it is found throughout the whole product life cycle. Saving resources is saving the environment.

ENVIRONMENTAL COMPARISON

Compared to conventional packaging concepts Ecolean® Air and Ecolean® Air Aseptic offer low environmental impact in terms of energy consumption, waste generation and emissions to air and water.

A comparison of Ecolean packages and a number of conventional packaging concepts is given on the back of this sheet.



Ecolean® Air



Ecolean® Air Aseptic

ecolean
a lighter approach to packaging

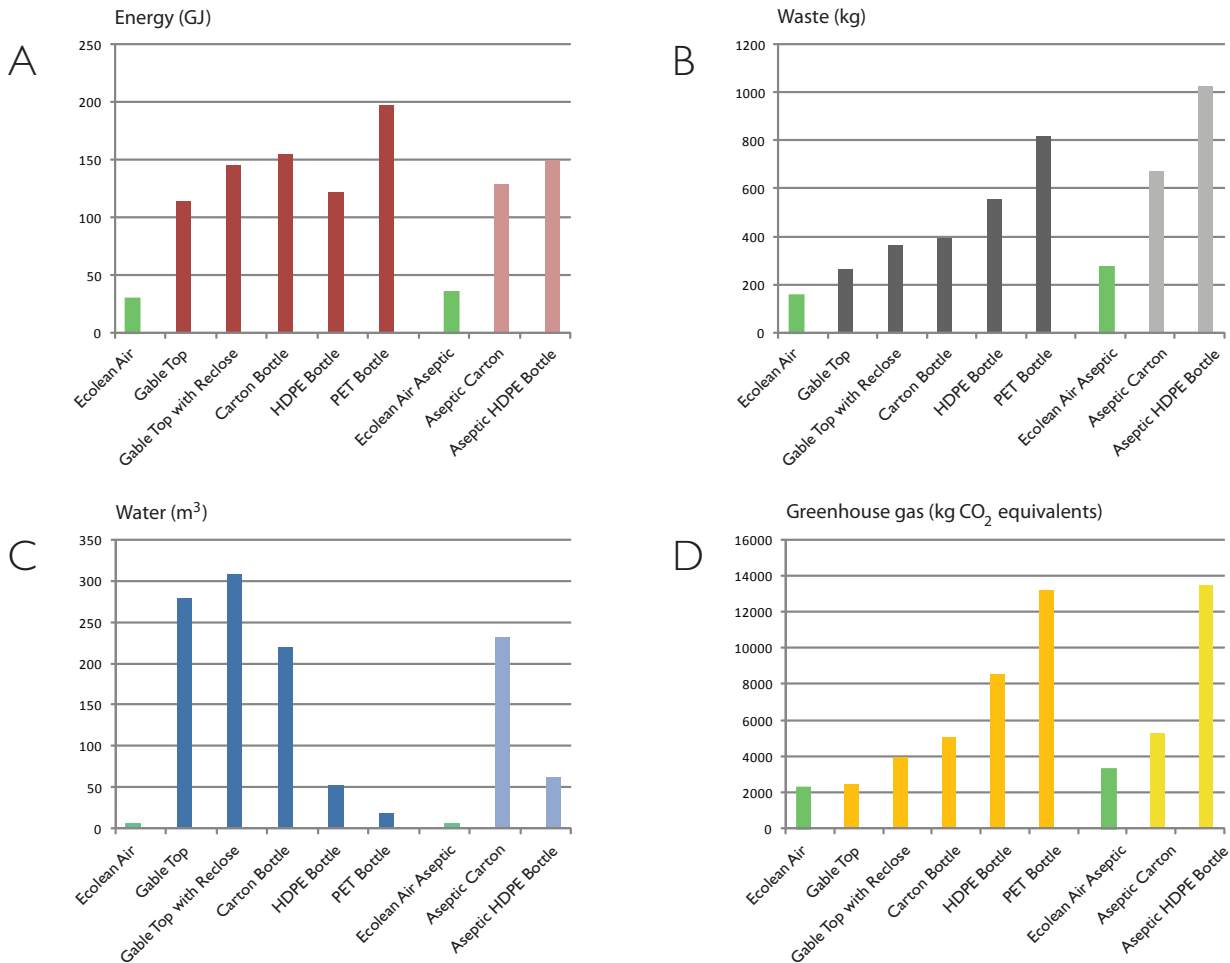
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ENVIRONMENTAL COMPARISON

Ecolean packaging vs traditional packaging

The graphs below present the total amount of A) energy, B) production waste, C) polluted water, and D) greenhouse gas, CO₂, required/generated when manufacturing 100 000 packages of 1 litre size. This includes the manufacturing of raw materials, intermediate steps and fabrication steps for the packages (from cradle to gate, not including cooling water).



Data source: LCI by Franklin Associates, USA

