

SAVING THE ENVIRONMENT
– ONE PACKAGE AT A TIME



ecolean
a lighter approach to packaging

UNI
QUE
PACK

Saving our environment – one package at a time

Adopting a lighter approach to packaging is at the very core of Ecolean. It's in everything we do, from our packaging solutions to the way we conduct our business. And we feel very passionate about the environmental impact of packaging. Our belief is that modern packages 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 – but with the convenience still intact.

At Ecolean, we use less raw material from the start. Our packaging material is made from a thin plastic film, part plastics (PE and PP) and up to 35% chalk (Calcium Carbonate). However, the transparent Ecolean® Air Aseptic Clear doesn't contain chalk.

Ecolean packages are available in sizes from 125-1500ml for ambient and chilled distribution.

ECOLEAN® AIR ASEPTIC





“We are proud that our innovations are lightweight

The fact is that a 1000ml Ecolean® Air Aseptic only weighs 14.3 gram – which compares favorably to most other liquid food packaging alternatives, as they often weigh at least twice as much. And our reclosing device SnapQuick™, only adds 0.5 gram to the total package weight, which is substantially less compared to conventional reclosing devices such as screw caps.

Compared to conventional packaging concepts, Ecolean packages offer low environmental impact in terms of energy consumption, waste generation and emissions to air and water. Once empty, the Ecolean package is as flat as an envelope, which equals less waste and less transport.

LIGHTWEIGHT PACKAGING 1000 ml



ALMOST TWO DIMENSIONAL

0.50 mm THIN



Ecolean packaging vs. conventional packaging from an environmental perspective

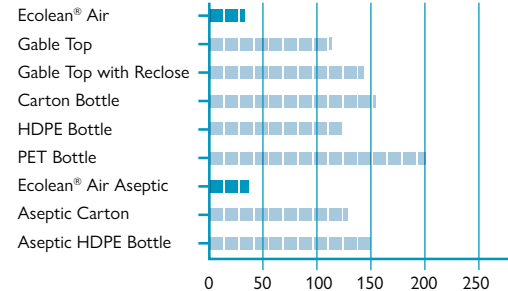
To illustrate some of the advantages with Ecolean's innovative packaging solutions we have compared our products to some of the conventional packaging solutions available today. By comparing energy consumption in manufacturing, production waste, water pollution and greenhouse gases you will see that our approach offers low environmental impact.



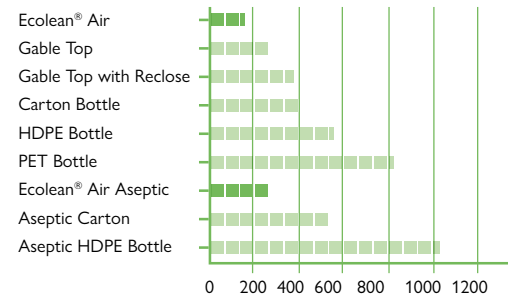
ECOLEAN® AIR

Environmental impact

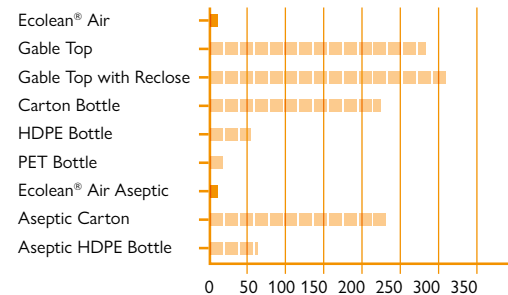
Energy (Gj)



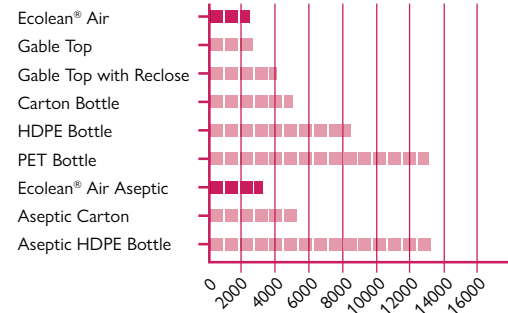
Waste (kg)



Water (M³)



Greenhouse gas (kg CO₂ equivalents)



The comparison is based on the manufacturing 100 000 units of 1000ml packages.) Source: LCI by Franklin Associates, USA, 2007 & 2009



OUR PACKAGES CAN BE
RECYCLED
AS PLASTICS OR
RECOVERED
AS ENERGY BY INCINERATION
DEPENDING ON LOCAL WASTE HANDLING



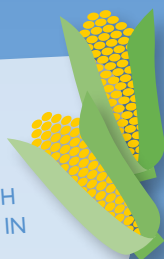
The importance of reducing food waste

Ecolean's packaging solutions are truly convenient. And they are very easy to empty – which means less food waste. Did you know that...

APPROXIMATELY

1/3

OF ALL FOOD PRODUCED GLOBALLY EACH YEAR ENDS UP IN THE TRASH



APPROXIMATELY

\$ 1 trillion

WORTH OF FOOD GLOBALLY ENDS UP ROTTING IN THE BINS OF CONSUMERS AND RETAILERS, OR SPOILING DUE TO POOR TRANSPORTATION AND HARVESTING PRACTICES



EASIER TO EMPTY



Ecolean® Air
1000 ml
3.0 percent left



Gable Top Carton
1000 ml
8.7 percent left



In consumer studies made by STFI Packforsk 2007, a comparison of different packages were made, regarding how much product was left in the package when emptied. The study was based on packages containing yoghurt with high viscosity.

UN Sustainable Development, Goal #12 Ensure sustainable consumption and production patterns. un.org - 2015

ecolean
a lighter approach to packaging

Ecolean AB, Box 812, 251 08 Helsingborg, Sweden, Visiting address: Kielergatan 48
Phone: +46 104 59 40 00, info@ecolean.se, www.ecolean.com