



# Positive Plastics Pledge

Our four-point plan  
for a future with less waste



## The facts on plastic



### Protective

Extends shelf life, reduces food waste.



### Recyclable

Can also be broken down into component parts.



### Versatile

Can be moulded into any shape or size, and printed on.



### Food-safe

Hygienic and easy to clean.



### Efficient

Uses fewer resources than the products it protects.



### Durable

Strong and shatterproof yet light.

Message  
from our CEO  
page 4

## Contents

Innovate  
page 6

Positive  
Plastics Pledge  
page 5

Activate  
page 12

Accelerate  
page 8

Educate  
page 10

Guide  
to plastics  
page 14



Plastics have an incredibly important role to play, both today and in the future. At kp, we're shaping that future through our Positive Plastics Pledge.

We see a future in which we optimise the resources we use. Where packaging is based on greater recyclability, and the greater use of recycled materials and sustainable sources. Where recycling is widely understood and supported, and where used plastic is valued as a resource. A future in which we all participate in the circular economy for plastic.

We have big ideas about reducing littering, ensuring that used plastic is appreciated as a valuable raw material, and addressing climate change. Whilst continuing to protect products and prevent food waste through our packaging.

Our Positive Plastics Pledge is the next step on kp's journey, but it's one we can't take alone. We need your help. Only by working together with our peers, customers and consumers, as well as retailers, brands and governments, local authorities, recyclers and waste processors, can we achieve our ambitions.

So join us on our journey towards a more sustainable future for plastic: a future with less waste.

**Daniel Dayan**  
CEO, Klöckner Pentaplast

# We can close the loop, together

## Our corporate purpose

### Sustainable protection of everyday needs

To be the leader in sustainable rigid and flexible packaging solutions – for food and consumer products, pharmaceutical and medical devices, and speciality products – that meet the needs of modern society while optimising the use of scarce resources.

## INNOVATE

We will do more with less

## ACCELERATE

We will maximise the use of sustainable materials



## ACTIVATE

We will drive change at scale

## EDUCATE

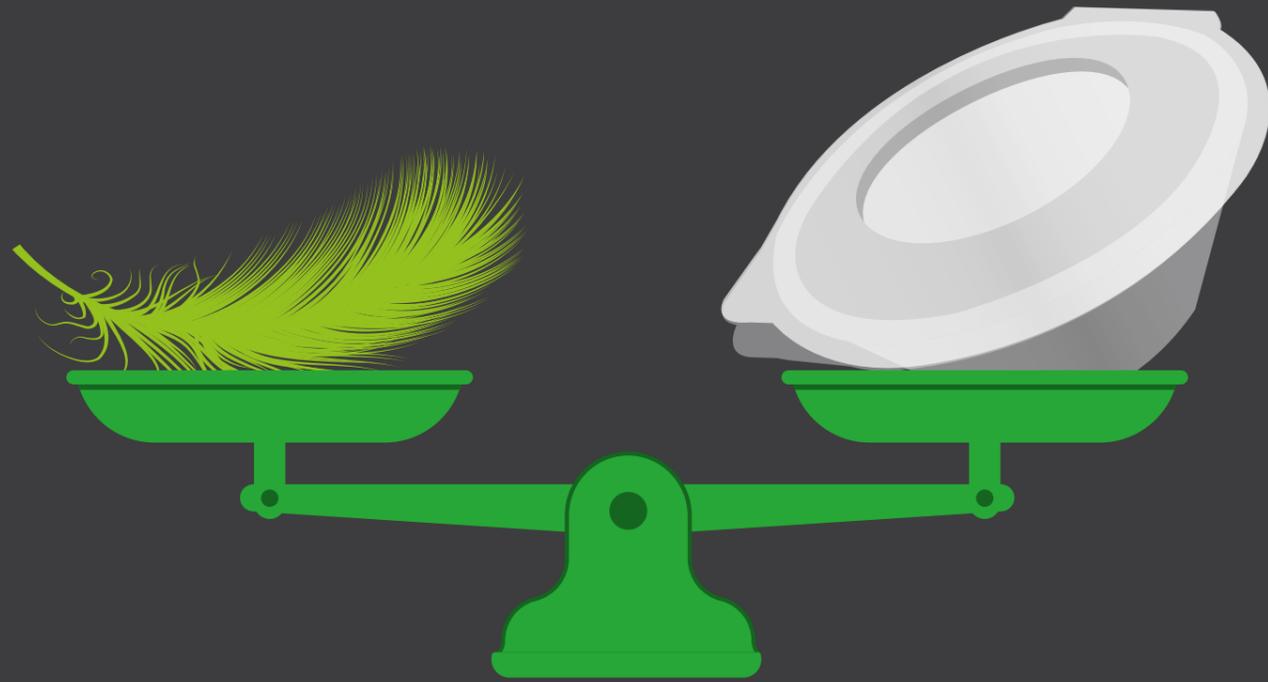
We will promote the value of plastic waste

## INNOVATE

# Conserving our resources

To optimise resource use while ensuring the protection of its contents, we're reducing the weight of our packaging and using up to 100% recycled content.

**We will do more with less**



## What goes around comes around

We take a holistic view of packaging across its entire life cycle. At every stage of the design and manufacturing process, we consider innovative ways to reduce the environmental impact of our products before, during and after use.

Too much packaging is unnecessary and wasteful, while too little won't protect the product adequately during transportation, in store or at home. We seek to create this balance to optimise the amount we use, keeping it as light and resource-efficient as possible while ensuring it's still preserving and protecting the product.

Recycled polyester (PET) is our sustainable material of choice, as it is protective, fully functional and supports our drive towards a circular economy. Our target is to make our products with up to 100% recycled content, such as post-consumer recycled polyester (rPET) recovered from plastic bottles, pots, tubs and trays.

**In 2017, we used more than 140,000 tonnes of post-consumer rPET – the equivalent weight of 85,000 cars.**



### Elite® packaging, designed for recyclability

Our award-winning RFresh® Elite trays provide a high-performance pack for meat, fish or poultry with superior sustainability credentials.

As well as offering benefits such as improved sealing and protective properties, faster packaging times and crystal clear presentation of its contents, the tray is made with more than 95% post-consumer recycled PET. The rPET food tray is also fully recyclable after use, supporting a closed-loop process.



ACCELERATE

# Protecting our planet

By 2028, we aim to use only materials that are practically recyclable or sustainably sourced.

**We will maximise the use of sustainable materials**



## Making it easy to do the right thing

People and communities want to play their part but it's not always obvious what can and can't be recycled. And sometimes, there just aren't enough disposal and recycling facilities around.

We want to make it really simple for consumers to recycle our products, so we're reducing the number of polymers we use. By simplifying our range of materials and making it clearer how each product can be recycled, we hope to make consumer recycling, post-consumer sorting and collection much easier for everyone.

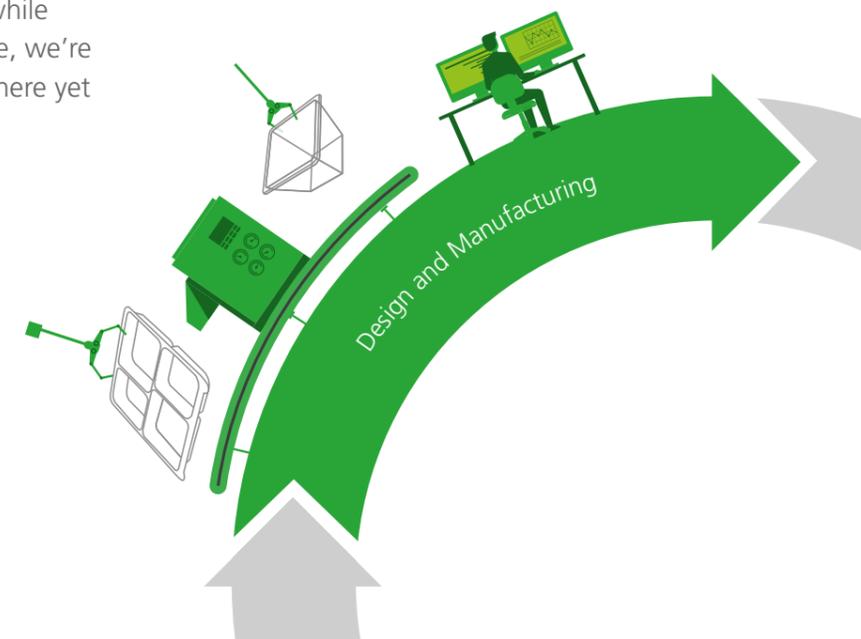
We're also committed to phasing out non-recyclable plastics, where functional and sustainable alternatives exist, without contributing to food waste. By 2028, we aim to only use materials that are practically recyclable or sustainably sourced. We're already looking at developing new materials and, while many of them are only at the research stage, we're investing in the right solutions. We're not there yet but we're working on it.

**We're focused on using more recyclable, sustainable materials.**



### Why don't we use more biodegradable plastics?

The infrastructure for biodegradable plastics is not currently well established. Therefore, if added to an existing plastics recycling process, there is a risk of contamination to the plastics stream. Presently, biodegradables do not match the same functional benefits of recyclable PET, which is why it is our preferred sustainable material of choice and it supports a circular economy.



## EDUCATE

# Valuing our materials

To highlight the benefits of plastic during and after use, we're engaging with consumers and communities about responsible disposal and the value of plastic waste as a resource.

**We will promote the value of plastic waste**



## Engaging and empowering

We believe the benefits of plastics are often under-appreciated. Plastics have unique, versatile characteristics that no other material can match: they're hygienic, safe, flexible, durable, strong, light and have superior barrier properties to preserve and protect perishable products, helping to reduce food waste.

We want to help people understand and appreciate these benefits, by explaining to consumers and communities the values of plastic, not only during use but also afterwards.

By giving consumers clearer information, via on-pack labelling and through wider engagement and communication campaigns, we can educate them on the purpose and benefits of packaging and how and what can be recycled. It will also allow us to explain why it's a much better solution than having plastic waste end up in landfill, as litter on our streets or in our oceans.



### Starting in the community with 'Leeds by Example'

We're proud to support #LeedsByExample, an exciting pilot campaign launched in September 2018 designed to help increase on-the-go recycling and reduce litter. The initiative brings together leading companies, including kp, to trial a range of approaches. These include new recycling points throughout the city, in transport hubs, offices, shopping centres and university buildings, supported by a range of communications with eye-catching designs and messaging to encourage sustainable behaviour change.

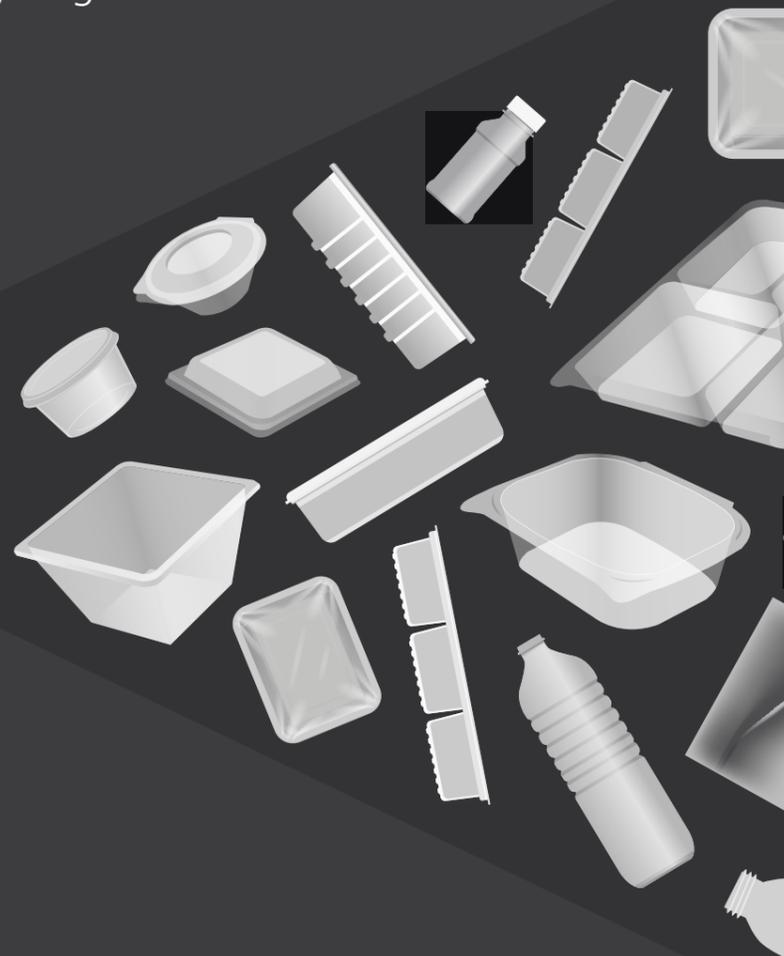


## ACTIVATE

# Changing our world

To help close the loop on plastics, we're leading the discussions and initiatives that will transform collection and recycling infrastructure around the world.

**We will drive change at scale**



## Coordinated, collective action

We strive to be recognised as a global thought leader across the plastics industry. We will continue to proactively engage with stakeholders throughout the sector, encouraging the increased use of recycled materials and lobbying for improvements in recycling infrastructure.

We have high hopes, but they require a coordinated approach.

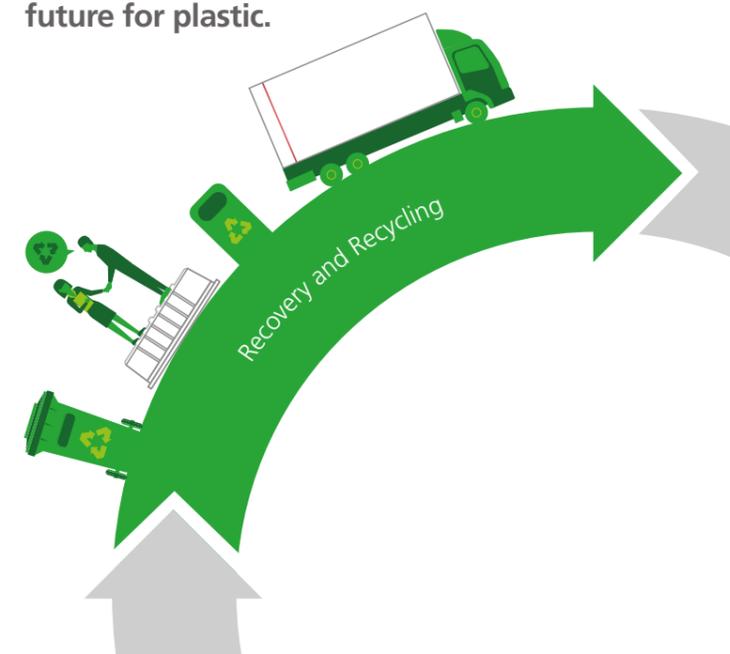
- We need plastic producers to use more recycled material and to continue to design plastic packaging for recyclability, while ensuring the package is still protective and fit for purpose.
- We need our customers, brand owners and retailers to specify and promote the use of more recycled material, as well as engage with consumers on the importance of recycling.
- We need to drive for change to make it easier, simpler and more convenient for consumers to recycle at home and on the go.
- We need governments to drive plastic recycling through the right mechanisms and financial incentives.
- We need councils and local authorities to help and work together, by providing more kerbside collection and recycling points.
- And we need recyclers to invest in advanced technologies to increase their recycling capabilities so that plastic producers can use more recycled material, so the loop continues.

### Our wider commitments

In addition to our commitments outlined in our Positive Plastics Pledge, we are a signatory to the UK Plastics Pact, which is a collaboration of major businesses across the plastics value chain. Launched in April 2018 by sustainability experts WRAP, the Pact plans to eliminate unnecessary single-use plastic packaging by 2025 through redesign, innovation or alternative delivery models.

In cooperation with the European Commission, six organisations from across the European plastics value chain have adopted a framework of voluntary commitments to expand existing plastics recycling activities. These circular economy platforms aim to deliver by 2040, 70% recycling and reuse of plastic packaging, 50% recycling and reuse of plastic waste, and considerably reduce littering.

**Every member of the value chain impacts the next person. If we all take action, informed by science-based facts, we can drive transformational change and create a better, circular future for plastic.**





# How recyclable is plastic

There are many forms of plastic, each with its own set of features and benefits. It's part of the reason why plastic is so versatile and useful, but understanding how easily each type can be recycled is just as key.

How easy is it to recycle?

Easy

Easy

Very difficult

Manageable

Manageable

Difficult

Very difficult

Ease of recycling varies by region. North America shown. Not all plastics are recyclable.



**PET**  
Polyethylene terephthalate

Food trays, soft drinks bottles, carpet fibre, clothing, mouthwash bottles



**HDPE**  
High-density polyethylene

Milk bottles, beverage bottle lids, cleaning products, toys, buckets, pipes, flower pots



**PVC**  
Polyvinyl chloride

Food packaging, cling film, pharmaceutical blister packs, flooring, furniture, window frames, credit cards



**LDPE**  
Low-density polyethylene

Lidding film, grocery bags, bubble wrap, wire & cable, flexible lids, agricultural films



**PP**  
Polypropylene

Microwave trays, straws, yogurt and margarine tubs, potato chip bags, crates



**PS**  
Polystyrene

Meat trays, fast food trays, cups, disposable cutlery, coat hangers, yogurt pots



**Other**

Nylon fabrics, baby bottles, compact discs, medical storage containers, car parts, watercooler bottles



