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### **21<sup>st</sup> DuPont Awards for Packaging Innovation Winners Honored for Achievements in Enhanced Sustainability and Performance**

WILMINGTON, Del., May 28, 2009 – In announcing today’s winners in the 21<sup>st</sup> DuPont Awards for Packaging Innovation, DuPont reaffirmed its commitment to sustainability and sustainable packaging. The winners were honored in a global on-line event including exchanges on key sustainability topics in the packaging industry including solutions for end of life.

“We apply DuPont science in working with consumer goods companies to redesign their packaging in order to minimize packaging content and improve environmental performance, as well as to be more cost effective,” said William F. Weber, vice president and general manager -- DuPont Packaging & Industrial Polymers,. “The industry needs to work together to achieve these kinds of innovations, which is why DuPont sponsors the independently judged, industrywide DuPont Awards for Packaging Innovation, to honor companies that are working to make their products more sustainable.”

According to recent studies, consumers are not backing off from green purchasing despite the economy - 44 percent of consumers say their green buying habits remain unchanged despite the current economy and a third of consumers say they are more likely to buy green today than previously. Among consumer goods producers, over half (55 percent) say their commitment to sustainability initiatives have not changed and that packaging is their top focus area (76 percent).

An independent, international expert jury panel facilitated by Anne Johnson, director of the Sustainable Packaging Coalition, evaluated the over 120 entries in this year’s competition on seven innovation factors including resource and energy optimization and enhanced performance in selecting ten winners and eight notable accomplishments.

#### **Winning Breakthroughs include:**

#### **Outstanding producer involvement and commitment to a take-back program and innovation in the use of post consumer recycle material.**

*Aveda™Vintage Clove Shampoo from The Estee Lauder Companies – U.S.*

A proactive, company-funded collection program and outreach in retail stores and schools internationally is the heart of this achievement, complementing the conversion to bottles with 96 percent recycled bottle content and

caps with 100 percent post consumer recycle polypropylene. Statements on the bottle promote recycling. The bottles are made at a plant that uses 100 percent renewable wind energy.

Recognized for achievement in community education and responsible sourcing.

**Renewable, compostable tray makes possible reinvention of retail baking practices and simplification of the supply chain with considerable waste reduction.**

*Whole Foods Baked Goods in Sealed Air's Renew-A-Pak™ compostable bakeware from Biosphere Industries – U.S.*

This new 100 percent renewable content baking tray and total system thinking help change bakery processes for a more sustainable result. Previous bakery practice was to bake goods in disposable metal trays and transfer the goods to a second package for in store sales. Ultimately that package would be disposed of by the consumer as waste. Product now stays in the new dual-ovenable, microwavable trays all the way through to the consumer and are compostable at end of life, eliminating aluminum tray disposal, the need for a 2<sup>nd</sup> package or disposed of as waste at end of life. Recognized for enhanced performance, resource and energy optimization, and effective recovery.

**Revolutionary new approach to aseptic packaging cuts package weight by 50 percent and uses natural material to significantly reduce raw materials in the construction.**

*Ecolean Group's Lightweight Packaging - Sweden*

Innovative design and use of materials enables tremendous resource reduction and energy savings. The handle design eliminates the need for a separate rigid pouring holder. Empty packages weigh just 14 grams, a nearly 50 percent weight reduction compared to cartons, which are the current standard for aseptic packaging. Use of calcium carbonate (chalk) reduces the amount of polymer needed in the structure. The low weight and volume enable shipping substantially higher quantities per truck. Recognized for Enhanced Performance and Clean Production.

**In an outstanding use of recycled content, 40 percent post consumer recycled material offsets need for virgin PET and supports the market for post consumer recycle material in these new frozen food trays.**

*Healthy Choice Trays from ConAgra, Developed and Produced by Associated Packaging Technologies – U.S.*

A significant achievement is the high recycle content, a first in dual-ovenable food packaging. In 2008, 8MM pounds of PET were saved from the landfill through the use of post consumer recycle and 236 million less BTU's of energy were used in the making of these trays due to the use of recycle content. Typically virgin CPET is used for this type application due to cleanliness requirements. The company met FDA requirements for the use of recycle in this application. Recognized for Resource and Energy Optimization, Clean Production and Responsible Sourcing.

**Innovative clear polybag replaces corrugated for 80 percent weight reduction and 20 percent volume compression, enabling more efficient transport and improved stock handling.**

*Invisible Case Polyouters from Procter & Gamble – Belgium and Turkey*

In a significant reduction of packaging material, P&G achieved compelling efficiencies by replacing corrugated with this polybag for multipacked detergent pouches, including more energy efficient transport. For the trade, the benefits include improved stock management and handling. Recognized for Resource and Energy Optimization, Cost effective Economics and Enhanced Performance

**New secondary package design using less material enhances retail appeal and increased store efficiency.**

*All Days Pads in Tray and Hood Carton from Procter & Gamble – Germany and U.S.*

Retailers want to reduce the amount of packaging in their stores. Through total systems thinking, this product was redesigned for smaller packs, the tray and hood carton design reduces material, and store labor and consumer appeal is improved on retail shelves. Less ink is used for an 80 percent printing savings. Performance is the store is significantly improved. Recognized for Enhanced Performance, Cost Effective Economics and Resource and Energy Optimization.

**Replacing glass jars with stand-up pouches uses 70 percent less material. This development overcame significant technical hurdles in shelf stable packaging for this oxygen sensitive product.**

*Bertolli® Pasta Sauce Pouches from Unilever and Amcor Flexibles – U.S.*

Now microwavable right in the pouch, this new packaging offers significant consumer benefit and ease of use versus jars and offers retail benefits through easier handling and equivalent shelf life. The benefits of transport efficiency are substantial. One truckload of unfilled pouches equals 25 truckloads of unfilled glass jars. Recognized for Enhanced Performance and Resource and Energy Optimization.

**Redesign of pill pack reduces waste and enables entire course of treatment on a single blister card.**

*Prilosec OTC Pack from Procter & Gamble and Alcan Packaging – U.S.*

Good systems thinking enabled this major redesign of an industry standard approach. This achievement doubled the number of pills on a blister card so that the consumer can have an entire course of treatment on a single card. This significantly cut waste in the packaging. Recognized for Cost Effective Economics and Enhanced Performance.

**Changing to an all renewable/recycled/biodegradable carton and label supports this product's organic branding while retaining shelf appeal.**

*Pangea Organics Holiday Gift Boxes – U.S.*

Among the first significant sustainability achievements in the gift box category, this redesign fits with the brand's organic positioning and retained attractiveness while substantially reducing the amount of packaging. The carton is now entirely made of renewable, recyclable or biodegradable material and uses vegetable-based inks. Seeds are embedded in the carton which can be planted following use. Recognized for Resource & Energy Optimization, Effective Recovery and Community Benefit.

**Redesigned 20 liter drums are 30 percent more efficient for transport and storage, are now reusable and are recycled at end of life,**

*Easy Pour Barrier Containers from A&C Packers - Australia*

This new barrier structure replaces steel drums in most common solvent applications and is reusable with a 5-year life compared to previous 1-time use. The innovative design enables better stacking and cube efficiency – 30 percent improvement. The new Easy Pour neck design also helps avoid spills or splashing when pouring. At end of life, the containers are recycled for items such as drain pipes. Recognized for Effective Recovery and Enhanced Performance.

**Notable Accomplishments include:**

**McDonalds Sandwich Clamshell developed by HAVI Global Solutions – Europe**

Havi developed the M-Burger N-Flute Clamshell to replace barrier-coated SBS while maintaining excellent product protection and providing an outstanding print surface. They took an already sustainable package and looked for a way to improve it even further by reducing its material usage by nearly 20%.

**Callaway Golf “Greener on the Greens” package by Caraustar Industries – U.S.**

An excellent example of source reduction in this product category, with a 50 percent reduction in material costs as well.

**Tide® 2X Laundry Detergent from Procter & Gamble and Plastipak Packaging Inc. – U.S.**

Redesigned bottle uses 40 percent less plastic and offers efficiency in energy use and transport. Good example of communicating sustainability benefits at the point of sale and in advertising.

**Nestle Japan Soluble Coffee Refill Cartridge** - Japan

A design innovation that responds to cultural desire in Japan for refillable containers vs glass jars.

**Ball Resealable Retort Container** – Germany and United Kingdom

An exciting technical achievement in a reclosable retort container.

**EcoPak™ from Chicago Paper Tube & Can** - U.S.

The innovation in this application is using a single paperboard container to directly package creams, balms and oil-based products without the need for additional interior plastic or glass jars.

**Creative Portico India Private Limited** - India

Simple in its effectiveness, replacing PVC outer bags with matching pillowcase to contain bed linens.

**EasySeal® Wide Mouth Compression Closure from Rexam** – Canada and U.S.

This is the first wide-mouth application for the breakaway cap eliminating the need for a PVC shrink band and the process to apply it.

DuPont – one of the first companies to publicly establish environmental goals 19 years ago – has broadened its sustainability commitments beyond internal footprint reduction to include market-driven targets for both revenue and research and development investment. The goals are tied directly to business growth, specifically to the development of safer and environmentally improved new products for key global markets.

[DuPont](#) is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

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