



Contact: Cathy Branciaroli  
302-792-4349  
cathleen.a.branciaroli@dupontelastomers.com

## **FACT SHEET**

### **DuPont Solutions to Today's Trends for Sustainable Packaging**

#### **Trends for growth in sustainable packaging**

- Increasing consumer awareness of environmental issues, including climate change.
- Growing consumer demand for social responsibility among consumer goods companies.
- Continuing cost escalation of petroleum-based raw materials.

#### **Major change is taking place in packaged goods – industry is at a tipping point**

*(Courtesy of Flexible Packaging Association (FPA))*

- 62 percent of consumer goods companies surveyed expect to change their packaging within the next year with sustainability being a key consideration (key changes include weight reduction, cube improvement and use of recycle content).
- 75 percent say that sustainable packaging is more important this year than last.

#### **Consumer goods companies are embracing packaging with reduced environmental impact**

*(Courtesy of Grocery Manufacturers/Food Products Association)*

- 85 percent of U.S. consumer businesses have active sustainability initiatives focused on recycling and energy conservation.
- Retailer requirements such as WalMart's packaging scorecard are important but the primary drivers are internal business considerations such as regulatory risk mitigation and cost control.

#### **Sustainable packaging is important to DuPont**

- Packaging is ~\$2 billion market for DuPont and sustainable packaging is a growing/important focus, supporting the company's goal of improving the sustainability of value chains where it participates.
- DuPont expects new growth in sustainable packaging in the range of 25-30 percent versus the packaging industry's current growth rate of 4 percent.

#### **DuPont Sustainable Packaging Solutions**

- DuPont offerings help reduce environmental impact by eliminating packaging, reducing the amount of packaging, enabling recycling and through use of renewably sourced materials.
- Renewably Sourced – Biomax® PTT for polyester-like performance, Biomax® TPS thermoplastic starch, Selar® VP breathable films. These products contain greater than 20 percent by weight renewably sourced ingredients.
- Remove/Reduce – Surlyn® resins to replace cardboard, clamshells or blister packs and to downgauge packaging films, Appeel® lidding to replace solvent-based lacquers, Cyrel® FAST solventless flexographic plates.
- Recycle – Fusabond® compatibilizers to enable reuse of in-process plastic waste streams.

The DuPont Oval Logo, DuPont™, The miracles of science™, and Biomax®, Selar®, Surlyn®, Appeel®, Cyrel®, Fusabond® and Mylar® are registered trademarks or trademarks of DuPont or its affiliates.