



Henkel Position on Packaging

Packaging needs to meet and balance multiple demands: It is an important part of the product that influences the purchasing decisions of many consumers, and premium branded goods in particular require packaging that reinforces the brand image. The packaging protects the product from damage and contamination. Inadequate packaging increases the overall waste through spoilage in distribution or during use. After use, the packaging can be a resource for recycling, reuse or energy recovery from waste. Furthermore, it serves as an information carrier: the packaging must provide sufficient space for consumer information. All these demands must be reconciled with environmental protection requirements and the provisions of the respective packaging regulations. Efficient packaging processes minimize negative environmental impacts due to reduced waste and energy losses.

Our responsibility

As a manufacturer of premium brands and technologies, we strive for responsible packaging which achieves the best overall result for the environment and consumers. The packaging must be fit for its purpose to ensure that our products arrive safely, in perfect condition and with the necessary information on use and safety. Our "Simplification Policy" aims to reduce the diversity of raw materials by using the same materials for several different packages.

Worldwide, we have been following the three principles of prevention, reduction, recycling since 2001, which enables us to minimize the environmental impact of our packaging:

- *Prevention:* If not essential, we aim not to use any packaging material at all.
- *Reduction:* We continuously strive to minimize the amount of packaging material throughout the entire product life cycle without compromising quality and performance. Our guideline "less is more" comes into effect only when the quality and hygiene of the products are not affected.
- *Recycling:* We strive to reprocess packaging waste into new products or use it as an energy source.

Our three principles are in line with related directions, such as the EU Directive on Packaging and Packaging Waste. The legislation requires that packaging volume and weight must be the minimum amount to maintain necessary levels of safety, hygiene and consumer acceptance and it must be recoverable in accordance with specific requirements.



We take action continuously to prevent, reduce and recycle packaging material, but our decisions have to be balanced with sustainable transport, product protection, safety, and other relevant considerations in the supply chain.

From cradle to cradle – protecting the product and avoiding waste

Henkel continuously improves the safety and environmental compatibility of its brands and technologies in all phases of their life cycle: research & development, raw materials, production, logistics, use and disposal. Improvements should be applied where they can be realized most efficiently.

Our continuously conducted life cycle assessments help us to identify and further reduce the environmental impacts. These assessments show that most of the packaging waste occurs at the consumer end of the supply chain. That is why our packaging developers seek for intelligent packaging designs which reduce the volume of packaging waste for consumers. Henkel uses packaging materials for which public recycling systems exist unless the requirements of the product demand otherwise. Henkel supports local collection systems, e.g. the "green dot," so that our customers can recycle packaging more easily. Additionally, we label the packaging accordingly and indicate the main material and recyclability on the packaging.

With balanced processes, we strive for best solutions to avoid material and energy losses along the supply chain. We work together closely with our suppliers and customers to reduce packaging systems by introducing reusable transport containers wherever possible. For example, secondary packaging is available for industrial customers and transport packaging is designed so that pallets and containers can be packed as efficiently as possible in terms of volume and weight. We continuously strive to use recycled or renewable sources of packaging materials where possible. Usually, recycled or re-used materials are employed for the distribution package.

Environmentally compatible packages such as cardboard-reinforced lightweight bottles, paper wrappers or bag-in-box solutions are field-tested and available in the retail market. We actively explore and develop new technologies that reduce our packaging resource needs. If reasonable, we offer refills and concentrates, e.g. for toilet cleaners, liquid soaps, liquid detergents etc.