

## **World's first FSC-certified Tetra Pak packages hit Sainsbury's shelves**

LUND, SWEDEN (29 November 2007) – Tetra Pak, one of the world's leading suppliers of processing and packaging solutions to the food industry, and Sainsbury's, the UK food retailer, today announced the launch of the world's first Tetra Pak package with a label of certification by the Forest Stewardship Council (FSC), an international organisation which sets standards for responsible forest management.

Weighing in at just 18g - compared to 50-200g for competitive packages, the Tetra Recart™ package, can be recycled, is more efficient to store and is more space-efficient to transport.

Sainsbury's is the first supermarket in the world to stock the Tetra Recart package with FSC-certified wood fibre. Sainsbury's will initially use the packaging for its own-label Premium Chopped Tomatoes.

As the 21<sup>st</sup> century alternative to canned foods, the Tetra Recart carton reassures Sainsbury's customers that the paperboard used comes from well-managed forests and controlled sources. The package's rectangular shape also reduces carbon impact, as it is highly efficient during transportation, storage and in distribution, using 33% less space than a can.

As well as being two thirds lighter than a tin can, the Tetra Recart as well as other carton packages from Tetra Pak are recyclable, meaning Sainsbury's customers will be buying one of the most sustainable packages on supermarket shelves.

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Tetra Pak already sources 100% of its paperboard in Europe from FSC chain-of-custody certified suppliers. The new certification with Sainsbury's means that the entire supply chain – from the forest to the retail shelf – comes from FSC- certified, well managed forests and controlled sources. Overall, 74% of Tetra Pak cartons are made from a renewable resource.

Said Claes Du Rietz, Vice President Global Environment, Tetra Pak: "Tetra Pak firmly believes that being environmentally responsible is the basis of good business. Launching the world's first FSC-labelled carton for liquid and canned food is a first step in a long and complicated process of having third party certification for the entire value chain of our all our packages. Our ultimate goal is to have all the paper in our packaging certified to the highest standard - currently set by the FSC."

In addition to these environmental credentials, Tetra Pak has been active in facilitating and promoting local collection and recycling of used consumer cartons around the world, with a goal of that one out of four cartons sold worldwide should be recycled in 2008.

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#### **Tetra Recart facts**

- The new Tetra Pak cartons take up 33% less shelf space than cans, leaving more space in the cupboard.
- The Tetra Recart cartons in Sainsbury's hold FSC certification, showing that the paperboard in it comes from well-managed forests and controlled sources.
- One Tetra Recart carton weighs 18g compared to 50-60g for a comparable tin can or 200g for a glass bottle
- 65% of a Tetra Recart package is made from paper-board, a renewable resource.
- One truck with empty Tetra Recart cartons corresponds to nine trucks with empty cans or glass jars.
- Low weight (18g) and ease of flattening after use leads to low waste volume.
- The Tetra Recart carton gives tomatoes a two-year shelf life.

#### **About FSC Certification**

The Forest Stewardship Council (FSC) is an international organization that brings people together to find solutions which promote responsible stewardship of the world's forests. It is the only global standard setting organization in forest management.

The FSC system independently guarantees a chain of custody from forest to stores. Achieving the FSC certification enables Tetra Pak to use the FSC label on

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Tetra Recart packages and is a guarantee that all wood-fibre used in the manufacturing process comes from FSC-certified well-managed forests and controlled sources.

### **About Tetra Pak**

As a world leader in food processing and packaging solutions, Tetra Pak's motto "protects what's good"™ reflects the philosophy upon which we conduct our business in order to make food safe and available, everywhere.

Operating in more than 165 markets with over 20,000 employees, Tetra Pak believes in responsible industry leadership, creating profitable growth in harmony with good corporate citizenship and a sustainable approach to business.

We work closely with our suppliers and customers on preferred processing and packaging solutions to provide convenient, innovative and environmentally sound products to millions of people worldwide.

More information about Tetra Pak is available at [www.tetrapak.com](http://www.tetrapak.com)

### **About Sainsbury's**

Sainsbury's is a leading UK food retailer with over 750 stores in the UK, employing 148,000 people. Sainsbury's stands for great products at fair prices. Our objective is simple; to serve customers well. We continually improve and develop our product ranges, and work hard to give customers an ever improving shopping experience. We also aim to fulfil our responsibilities to the communities and environments in which we operate.

Sainsbury has a target to reduce its packaging by 5% every year. Sainsbury's has recently been praised by the LGA (Local Government Association) for having one of the highest levels of food in packaging that can be recycled. Sainsbury's pioneered compostable packaging five years ago and is now the single largest user of compostable packaging in Europe.

In Sept 2006, Sainsbury's announced it would be the first retailer to move 150 million plastic packs and trays to compostable material. This means that Sainsbury's entire range of ready meals and organic produce will be moving to compostable material.

Sainsbury's is now printing more messages on its food packaging to explain what customers can do to recycle/compost, e.g. 'Sorry, not recyclable' or 'Please recycle' to make it much clearer to customers what they can do to recycle or home-compost. Sainsbury's is a member of INCPEN (The Industry Council for Packaging & the Environment).

### **Media contacts:**

Tetra Pak: Emma Lefdal, +46 46 36 15 20, [emma.lefdal@tetrapak.com](mailto:emma.lefdal@tetrapak.com)

Kina Kara, + 44 20 7067 0616, [kkara@golinharris.com](mailto:kkara@golinharris.com)

Sainsbury's: Hannah Chance, +44 20 7696 8260, [hannah.chance@sainsburys.co.uk](mailto:hannah.chance@sainsburys.co.uk)