



# The most sustainable flexible packaging company

with a promise to reduce our CO<sub>2</sub> footprint to ZERO by 2025

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#WECONTRIBUTE

 **WIPAK**  
GREEN IS THE NEW BLACK

# Welcome to Wihuri Packaging

Finland • Sweden • Norway • UK • Russia • Germany • Switzerland • Czech Republic • Hungary • Poland  
• Estonia • Turkey • Netherlands • France • Spain • Italy • China • Singapore • Japan • Canada • USA

**WINPAK**  
North America

**WIPAK**  
Europe & Asia



**4200** employees  
**1211** million € turnover

● Production Plants  
● Sales Offices

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# Our Vision and Mission

Where we want to go and how we serve society

## Our Vision

The most sustainable flexible packaging company - with a promise to reduce company's CO<sub>2</sub> footprint to ZERO

## Our Mission

We enable our customers to deliver their products to people in safe and sustainable packaging



**We contribute. Green is the new black**



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# 119 Years One Company – One Family

<b>1901</b> Wihuri Group founded	<b>1969</b> Wipakkaus moves to Nastola	<b>1975</b> Winpak Ltd established in Winnipeg	<b>1979</b> Wipak B.V.	<b>1995</b> Biaxis Ltd.	<b>2003</b> Wipak Iberica	<b>2007</b> Wipak Valkeakoski	<b>2012</b> Wipak Bordi	<b>2015</b> Wipak Valkeakoski merger with Wipak Nastola	<b>2017</b> ProDirect Inkjet, WW
<b>1966</b> Wihuri acquires Matti Reijonen Oy	<b>1973</b> Name change to Wipak	<b>1976</b> Wipak UK	<b>1985</b> Wipak Gryspeert	<b>2001</b> Wipak Walsrode	<b>2005</b> Wipak Polska	<b>2010</b> FC2 line starts in Nastola	<b>2014</b> Wipak Packaging (Changshu)	<b>2016</b> State of the art co-extrusion line NC1 starts, WN	

# The WIPAK Values.

## Trust

We **trust** each other and **take ownership** of our work. We **keep our promises** and rely on our Code of Conduct and other guidelines. **We do the right thing.**



## Together

We are **open** and **transparent** in our communication. We **respect** and **help** each other. We **encourage**, we **challenge** each other and we **laugh together**. We prioritize the **well-being** and **safety** of each individual.



## Winnovations

We are **curious** and **open-minded**. We have the **courage** to try the new and we **learn** from our mistakes. We **partner** with our customers to **winnovate** new solutions.



## Future

We work today for a more **sustainable planet tomorrow**. We target **long-term success** for **our business** and **our customers' business**. We are with our customers and employees now and in the **future**.



Wihuri Values

Reliability

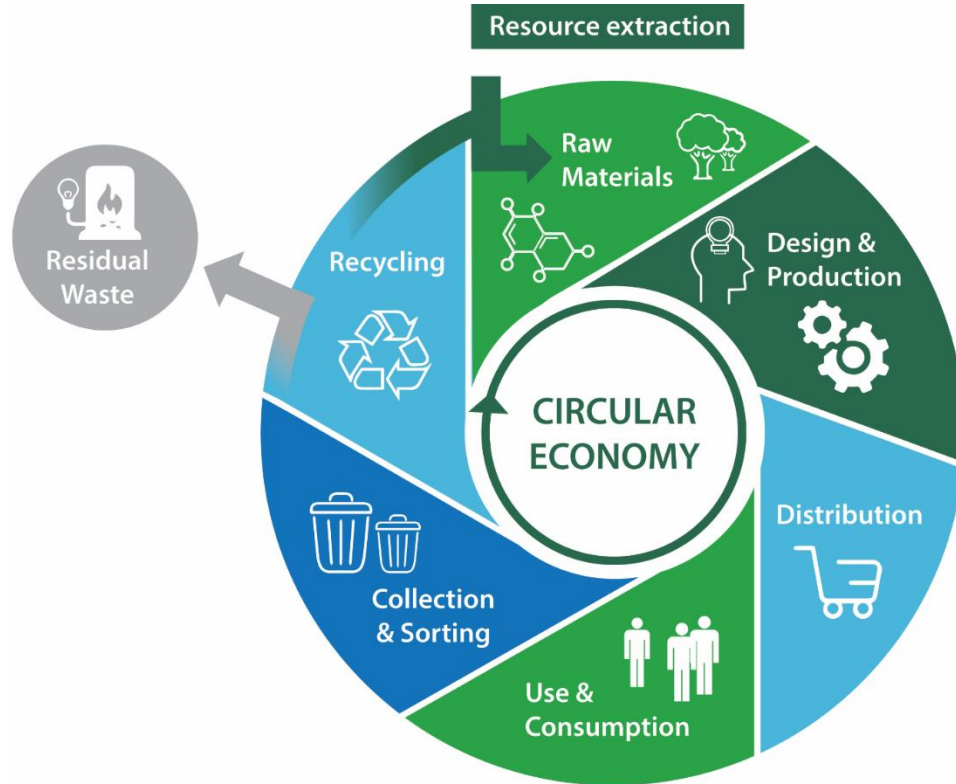
Innovativeness

Openness

Profitability

# Innovate for Circularity

Fiscal instruments should make it possible for industry to create circular economies and business models.

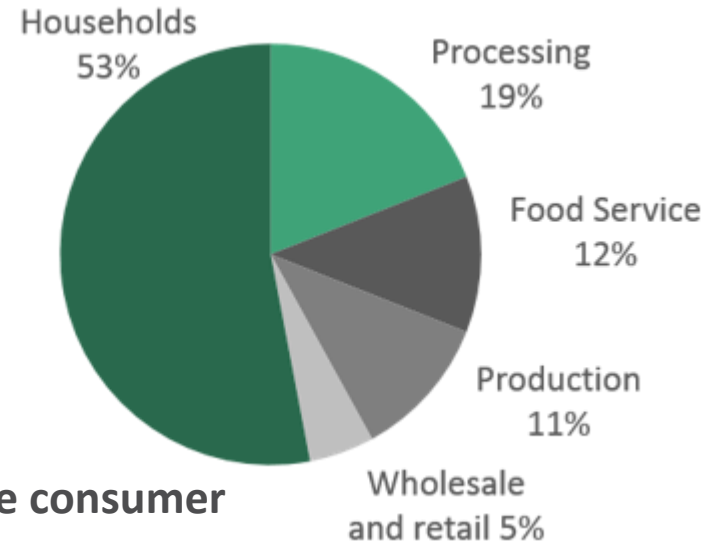


- Flexibles package 40% of goods packaged in plastics in Europe at only 10% of the plastic waste
- Circularity can be achieved with mechanical and chemical recycling
- Fiscal stimulus has to be a catalyst for this kind of innovation, not a hindrance

# Food Waste - Awareness

Prevention is at the top of the hierarchy pyramid in relation with resource efficiency

- Food waste statistics in EU show:
- A total of 88 million tons of food waste per year;
- Equivalent of **20% of all produced food in EU**;
- 173 kilograms of food waste per person
- With almost **two third of the waste occurring at the consumer stage** (households 53% and food service 12%)



Source: Flexible Packaging Europe, Sept. 2016



# CARBON ZERO – from strategy to action



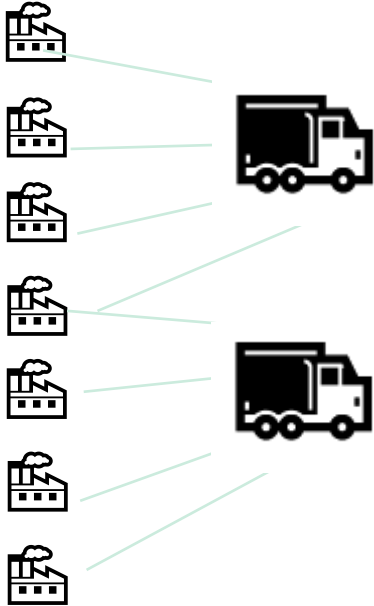


# So what next? Carbon Zero.

Calculating our exact Corporate Carbon Footprint (CCF)

## Raw materials from supplier

x 1400 different raw materials



## Semi-finished products

x 3500 semi-finished  
products

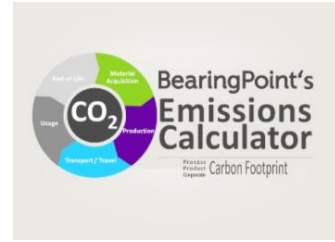


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# Corporate Carbon Footprint

Impacts and contributions



**Raw Materials**

- Resins
- Films
- Inks and adhesives
- Prod. waste

**Energy**

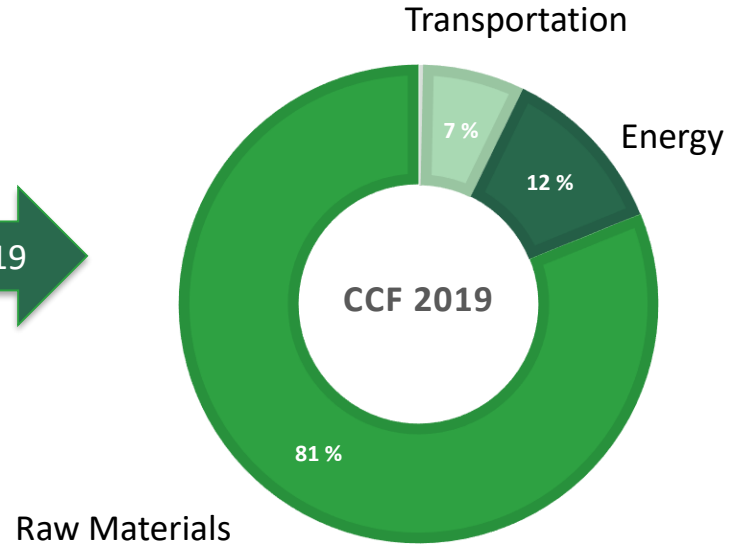
- Electricity
- Heat

**Transportation**

- Truck
- Ship
- Plane

**Further**

- Business Travel



# Corporate Carbon Footprint

Workpackages to reduce carbon emissions

## Raw material supply

- Identify material availability for recycled and bio-based materials

## Carbon reduced Prod. Dev.

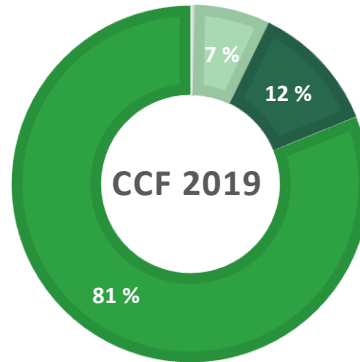
- Replace raw materials with high CO<sub>2</sub> impact
- introduce recycled and bio-based materials

## Waste & Recycling

- Increase recycling rates
- Chemical recycling

## CCF calculation tool

Calculation and Verification of CO<sub>2</sub>e emissions



Further Transportation Energy Raw Materials

## Supply Chain

- Optimize Internal & External Logistics Process
- CO<sub>2</sub> Efficiency is Key Selection Criteria

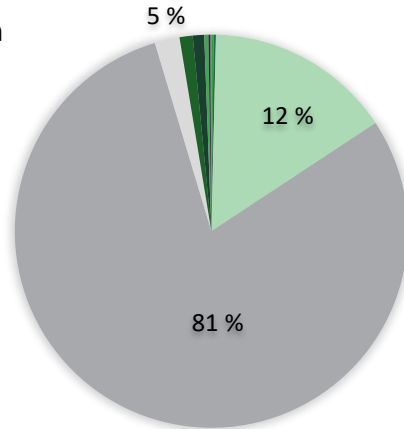
## Energy

- Energy Efficiency Program
- 100% Usage of Renewable Energy / Carbon neutral energy

# Carbon Zero Roadmap

## Raw material and Products

- Accelerate Waste Reduction
- Use of recycled PET
- Use of Bio-PE
- Recyclable Product Range (NICE ECO, NFO ECO)
- Bio-PA/PE
- Chemical recycling PA/PE
- Product Portfolio change continues



## Energy

- Energy Efficiency Program
- 100% Usage of Renewable Energy

## Supply Chain

- Optimize Internal & External Logistics Process
- Only Electric Forklifts
- CO<sub>2</sub> Efficiency as Selection Criteria

Elements of our  
Zero CO<sub>2</sub> Footprint  
approach

Own operations / energy  
CO<sub>2</sub> neutral

Own activity CO<sub>2</sub> neutral

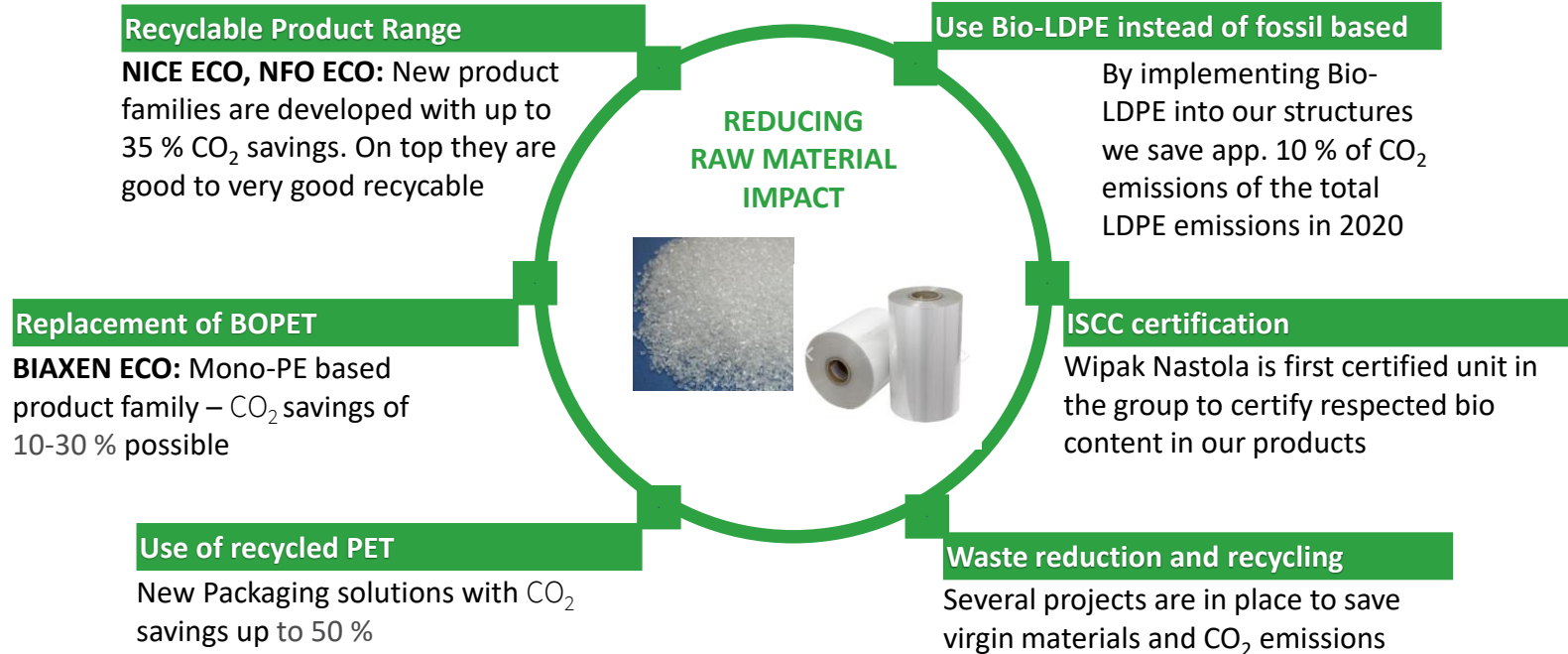
Raw material base towards  
CO<sub>2</sub> -> products CO<sub>2</sub> neutral

Logistics CO<sub>2</sub> neutral

CO<sub>2</sub> neutral

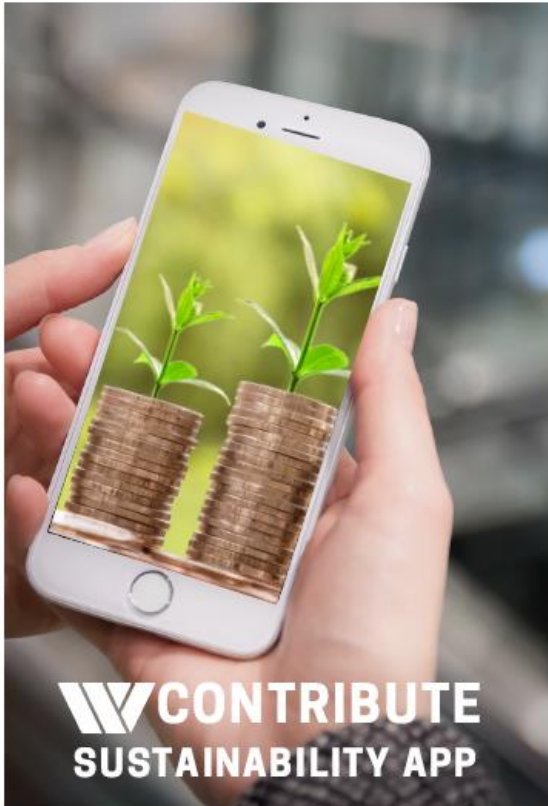
# Reducing Raw material impact is key

Current achievements



# Design and Production

Measuring a baseline and improvement opportunities with our sustainability app



- Input current product
- Tool suggests alternative products and...
- ... visualises environmental footprint reduction potential

# Sustainable Packaging Solutions



## REDUCED MATERIAL

Prevention is the highest level in the waste hierarchy. Responsible use of finite resources and caring about the future is the lifestyle of the new generation. Efficient use of raw material resources and prevention form the basis of our innovative flexible packaging solutions.



## RECYCLABLE MATERIAL

Spotlight on plastic packaging – discussions about plastic packaging are part of our daily life. Which ones are the sustainable packaging solutions and how to recycle those? No easy answer, but with collaboration along the value chain improvements, changes and chances can for sure be realized.



## REDESIGNED MATERIAL

Changes in end consumer markets, increasing consumer awareness and changing legal requirements, regulations and needs influence the packaging market of today. Our mono-PET solutions are thin, flexible, functional and have great transparency.



## RECYCLED MATERIAL

The use of a specified amount of post-consumer recycled (PCR) material will be required by EU- or national law in the near future. So far the use of PCR material in plastic packaging for food applications is limited to a limited number of materials, such as PET.



## RENEWABLE MATERIAL

In order to sustainably expand our raw material base, we constantly strive to introduce alternatives to crude oil-based materials. We focus on renewable resources that do not compete with food applications. Using paper as an alternative printing substrate we only purchase FSC® certified paper qualities.



# REDUCED MATERIAL

Thermoform Packaging  
for Minced Meat

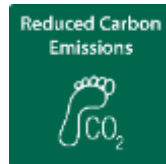


Image: Packdesign ID Oy



Reduced  
Material  
Consumption

- 50 %



Reduced Carbon  
Emissions

- 30 %\*



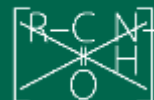


# RECYCLABLE MATERIAL

Vacuum packaging of  
sausages, block cheese  
packaging...



PA-free



Recyclable



Reduced Carbon  
Emissions



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# 10

## REDESIGNED MATERIAL

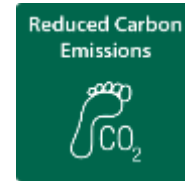
Serrano ham, Tapas chorizos...





# RECYCLED MATERIAL

MP-R bottom is **PET**  
based with a share of  
**80% of recycled PET**





# RENEWABLE MATERIAL

Using BIO-PE instead of traditional PE, Paper-based solutions, Woody



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# Invisible barcode: Digimarc

We teamed up with EllenMcArthur

- Best solution for scanning and sorting for recycling according to the EU
- 2000 products in last 1.5 years for one retailer
- 6x faster scanning of products at counter and in warehouse



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