
Courtauld Commitment 2

Voluntary agreement

2010 - 2012

Signatory case studies and quotes

Enquiries to: retail.events@wrap.org.uk

All about Phase 2 of the agreement

Launched in 2010, the Courtauld Commitment 2 voluntary agreement runs until the end of 2012. It is aimed at improving resource efficiency and reducing the carbon and wider environmental impact of the grocery retail sector. It considers the journey of products, from manufacturer to disposal, to see where the greatest efficiencies can be made both environmentally and economically.

WRAP is responsible for the delivery of the agreement and works in partnership with leading retailers, brand owners, manufacturers and suppliers who sign up and support the delivery of the targets.

A final collective outcome is due to be reported in 2013. Please visit our website (www.wrap.org.uk/courtauld) for further details about the Commitment – an Information Sheet, First Year Progress Report and a list of signatories.

Signatory case studies and quotes (2010-2012)

Examples of the kind of work being progressed under Phase 2, compiled by the signatories and WRAP. [See index by company.](#)

The targets

Packaging: To reduce weight, increase the recycling rates and, where appropriate, increase the recycled content of all grocery packaging. Through these measures the aim is to reduce the carbon impact of this grocery packaging by 10% by the end of 2012.

Household food and waste reduction: To reduce household food and drink wastes by 4% by the end of 2012.

Supply chain product waste reduction: To reduce traditional grocery product (and packaging) waste in the supply chain by 5% by the end of 2012.

Handy Facts & Figures: UK Retail & Hospitality/Foodservice.

WRAP's vision is a world without waste, where resources are used sustainably. We work with businesses and individuals to help them reap the benefits of reducing waste, develop sustainable products and use resources in an efficient way.

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AB Inbev

Stella Artois

1. Corrugated board used for multipacks is made from 100% recycled paper.
2. Glass bottles: recycled content increased to 75%.

Stella Artois 330ml and 250ml glass bottles are the lightest lager bottles on the market, based on a pack to product ratio.

In April 2010 the company lightweighted its highest selling bottle - 284ml (180g) by 7%. It now weighs 167g and will save 3,250 tonnes of glass (2,484t of CO₂e) annually.



Latest bottle

"We are very pleased with the new Stella Artois lightweight bottle. As a pioneering brand, Stella Artois cares about doing the right thing for the environment. WRAP has been an invaluable partner in determining how we can continue to take small steps towards improving our environmental performance, and we look forward to continuing to work with them in the future." James Watson, Marketing Director.



SOFT DRINKS

A G Barr

Since joining the Courtauld Commitment 2 in February 2010, soft drinks manufacturer A G Barr has installed state of the art PET bottle blowing and filling technology at its Cumbernauld site in Scotland.

This has enabled a significant lightweighting programme to be rolled out across a range of PET bottles. By working closely with their preform (bottle) suppliers, A G Barr has reduced its plastic primary packaging as follows:

- 2L bottle: by 10.5% to 38.5g;
- 500ml bottle: by 17.9% to 19.7g; and
- 250ml bottle: by 20.5% to 14.7g.

In 2010 the company reduced the carbon impact of all three packs by 1,869 tonnes of CO₂eq., saving 505 tonnes of plastic (1 tonne of PET = 3.7t of CO₂eq.). The 500ml and 250ml bottles alone saved 316 tonnes of plastic and are amongst the lightest within the carbonated soft drinks market.

"We have a long history of investment in high specification packaging equipment and this gives us the opportunity to reduce the environmental impact of our packaging. We continue to work with our suppliers on lightweighting activities across a wide range of pack formats, whilst always ensuring our drinks reach consumers in optimum condition." Andrew Memmott, Operations Director, A G Barr.

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apetito Group

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Reducing food waste and advocates of frozen food

apetito provides frozen food and catering solutions to Care Homes, Local Authorities and Hospitals. They also provide a frozen meal delivery service to the public and a private hot meal delivery service through Local Authorities.

The company employs about 1,250 people in the UK and have been supporting WRAP's Love Food Hate Waste food-waste reduction initiative with their staff by:

- Getting the most out of food used in the workplace, including canteens;
- Sharing information with their staff through the company newsletter 'Team News'. This has covered cost savings through wasting less, date labelling, freezing, using longer shelf life products, portioning and using up your leftovers.
- Supporting an internal blog focusing on food.

apetito is a keen supporter of frozen food and believes it keeps waste down as their customers only need to prepare what they need on the day.

The easy way to save £50 a month



We have reported the continuing success of the sustainability programme in Team News, everyone has played their part, now the question is how much of the good work has been taken home. There is plenty to save, just take food for example. Each month, the average family throws away £50 of good food that was bought, but not eaten. Throwing away food is the purest waste of money possible.

Here are a few easy wins that we all know about, but don't do.

Check 'use by' dates regularly – how often do you find packs of sausages or ham out of date?

Freeze as much possible, particularly meat and poultry which are amongst the most expensive food items – freeze portions individually so you can use just the amount you need.

Tinned beans, frozen vegetables, meat & fish and dried fruit, nuts, pasta & noodles, rice & grains, are all essentials with a long shelf life. With them you will always have the ingredients standing by to pull together a delicious meal or to jazz up your leftovers.

Day after day we serve up basic staples – bread, rice, potatoes and pasta – at meal after meal, but large amounts end up in the bin. Are you getting your portions right?

If you have some dinner left in the pan, bag it and pop it in the freezer as a 'ready meal' for one. Crusts and stale bread can be blitzed in the food processor to make breadcrumbs which can be stored in the freezer.

There is reckoned to be £860m of food sitting in freezers, so visit The Great Freezer Expedition on www.lovefoodhatewaste.com for lots of ideas and information on how to make best use of your freezer. Explore the site it'll help you save £50 a month. Also have a look at the new section on Phil and Shiva's food blog.

Meeting which target(s):	
Household Food & Drink	
Packaging	X
Supply Chain	X



apetito Group

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In 2009 apetito invested in reusable plastic crates to replace previous single-trip corrugated cases to deliver goods to hospital and care home clients.

- Saving 112 tonnes of carton board per year and 230 tonnes of CO₂ avoided.
- Six-figure crate investment soon repaid against reuse vs buying carton board. Higher than expected lifecycle of the crate to up to five years.
- Cost savings through better product protection, storage capacity and transport. Less waste for customers to process.

See the full [case study](#) for more information.

"Introducing returnable packaging has been a real success. The initial investment certainly achieves good commercial and environmental returns and our customers are happier." Mark Lovett, Health, Safety and Sustainability Manager.



Meeting which target(s):	
Household Food & Drink	X
Packaging	
Supply Chain	X



ASDA

'Faster Fresh' – an initiative that improves product shelf life

ASDA are delivering fresher products to their customers by implementing efficiencies to their delivery and store systems. The company has increased the shelf life of 1,572 chilled products by an average of one day and are still able to maintain their low price offer. They have achieved this by:

- Working with 407 suppliers to re-schedule inbound flows to enable the changes.
- Improving delivery plans to cut down on road miles.
- Developing new and simplified systems in-store to get products to shelf faster and support better stock rotation.

The initiative has reduced supplier-to-depot lead times and improved the flow of products into depots. ASDA has seen a 3.7% drop in the number of chilled loads to store.



Photo: IGD Retail Analysis

"This was the biggest change programme within the Asda chilled supply chain for 15 years. It has had a significant impact on the freshness of products to our customers and positive environmental impact. It just shows what can be achieved within the end to end supply chain when all parties work together."

Tom Rose, Inbound Supply Chain Manager, Asda



Asda and Warburtons

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Helping consumers to reduce food waste

Bakery is the 4th largest category of household food waste in the UK.

Warburtons and Asda worked together to support the Love Food Hate Waste programme with a colourful advert in Asda's consumer magazine.

The advert featured breakfast ideas highlighting how bread could be used as a means of eating up other foods and sharing tasty tips for using Warburtons bread products. It also offered storage advice and web links to more recipes.

This initiative helps consumers to reduce food waste and shows Asda and Warburtons working together to help consumers make the most of the food they buy.

"Now more than ever our customers are feeling the pinch and helping them to eat everything they buy goes a long way to make life easier." Julian Walker-Palin, Head of Corporate Sustainability, Asda.

"We are pleased to work in partnership with ASDA and WRAP to help consumers to make the most of the bread they buy." Sarah Miskell, Corporate Responsibility Director, Warburtons.



**Associated
British Foods**
plc

Associated British Foods

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"Having the WRAP team on site has helped kick start our Site Environmental Plans. We have gained some new and valuable knowledge which will help give my Enfield Site Team the forward momentum to achieve our Landfill Reduction Targets.

"There have been several successes from the operational team so far and we will strive to build upon these."

*Tim Borman
Site General Manager*



Associated British Foods

1. Indian food

Reduced the weight of Patak's glass jars from 225g to 198g. Using less material has:

- Saved 375 tonnes of CO₂ eq. / 500 tonnes of glass per year.
- Further savings can be made as more products now fit on distribution pallets.



2. Syrups

Moved from a glass jar weighing 236g to a recycled plastic PET container weighing 35g.

- Carbon saving of 59% and weight saving of 85%.
- Secondary and transport efficiencies will deliver about 100 tonnes of CO₂ eq. for each million units sold.



Meeting which target(s):	
Household Food & Drink	X
Packaging	X
Supply Chain	



Britvic Soft Drinks

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In March 2011, Britvic introduced a new double concentrate to its Robinsons squash brand to replace all the 2, 3 and 4 litre packs. The 1 litre single concentrate is still available.

The double concentrate squash is now in 1.25 litre and 1.75 litre bottles and features an innovative new pour control system and moulded easy-to-grip handle. These design changes help consumers avoid spillage and ensure that they use the right dosage to reduce waste. The smaller bottle sizes have also enabled a significant reduction in secondary packaging, and transport required. The benefits are:

- Consumers cost savings as the product offers greater value for money.
- Design innovation that helps consumers to reduce product waste.
- 61% reduction in the amount of PET used per litre drunk.
- 70% reduction in the total amount of packaging used per litre drunk.
- Reduction in lorries used by over 50%.
- A total saving about 14,000 tonnes of CO₂ per year.



"Not only does Robinsons double concentrate deliver value in terms of the amount of servings it provides, but the innovative new design of the bottle helps to minimise product and packaging waste. Our research also tells us that many children pour their own squash and this sometimes leads to over-pouring. The pour control feature on the new bottle will eliminate this risk." Debbie Eddy, Robinsons Brand Controller.



Cafédirect

"WRAP's third party support and advice has allowed us to change our dialogue with partners in the supply chain by offering sustainable alternatives and the facts to support them.

"Now it's up to us to use this information to make change happen."

Whitney Kakos, Impact & Sustainability Manager





Danone Dairy UK

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Plastics used for yoghurt pots are recyclable but currently not widely recycled. Danone is working in partnership with [Terracycle UK](#) to recycle their packaging into new products, e.g. pots, bags, etc. This covers both pre- and post-consumer waste.

Terracycle provides free collection systems for waste packaging. Danone customers are encouraged to set up a [Danone Yogurt 'brigade'](#) which is a community-based collection point. To date 400+ Danone 'brigades' have been established involving over 5,000 consumers. The benefits are:

- Less plastic waste going to landfill.
- Building consumer awareness and involvement.
- Raising money for charity (2p per pot). 'Brigades' can choose their own charity or use Danone's charity choice [Fareshare](#).



"Danone Dairy UK is delighted to be able to empower consumers by offering this Terracycle programme. It allows consumers to upcycle their Danone pots and ensure the material is reused and protects the environment whilst supporting great causes." Bryan Martins, Strategy Governance Director, Danone Dairy UK.



Danone Waters (UK & Ireland)

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Volvic Natural Mineral Water – 50cl 'greener bottle'

In September 2010, Volvic launched their 'greener bottle', made with 20% sugarcane – called Bio-PET. This reduces the amount of non-renewable plastic material needed to create the bottle.

By combining 25% recycled plastic (r-PET) and Bio-PET, the bottle has:

- a 38% lower packaging carbon footprint; and
- a 16% lower total lifecycle footprint than previous bottles.

In addition, Volvic is aiming to reduce the weight of the bottle from 17g to 15g, which will halve the carbon footprint of the current bottle.



"We have cut the amount of plastic in our bottles by 30% over the last 15 years. Brand new technology has enabled us to create this revolutionary new plastic and we're thrilled to be the first to bring it to UK consumers." Nadine Slyper, Marketing Manager, Volvic UK.

Heineken UK

Heineken UK

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- Newcastle Brown Ale: 500ml glass bottle has been lightweighted twice. The bottles are supplied by Quinn Glass.

2009: 430g to 320g = 25% material saving (2,450t of CO₂e / 3,267 tonnes).
2010: 320g to 300g = 6% material saving (445t of CO₂e / 594 tonnes).
(Based on same sale figures for 2009/10)

 - Total weight saving of more than 30% (2,895t of CO₂e / 3,860 tonnes).
 - Changes to bottle design and pallet size enabled more bottles to fit per pallet and so reduced number of vehicle trips.
- Bulmers Original: 568ml glass bottle has been lightweighted twice. The bottles are supplied by Quinn Glass and Ardagh Glass.

2006: 438g to 350g = 20% material saving.
2009/10: 350g to 327g = 6% material saving.

 - Total weight saving of more than 25% (7,632t of CO₂e / 10,176 tonnes) in 2009.



"Heineken UK has a strong history of lightweighting packaging. As the science of carbon foot printing develops we now understand the real benefits that these projects deliver in terms of reducing the carbon impact of our supply chain." Richard Naylor, UK Environment Manager, Supply Development & Support.



H J Heinz

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New format: 'Fridge Pack'

In August 2010 Heinz introduced a 1kg reclosable polypropylene plastic bottle for their popular Heinz Beans product. Developed to help consumers eat as much or as little as they like, the bottle has a see-through portion control guide on the side.

Once opened, the reclosable container is stored in the fridge where the contents will stay fresh for five days. The benefits are:

- Consumer convenience.
- Time saving.
- Portion control.
- Extends product life once opened.
- Recyclable plastic bottle.



"The 'Fridge Pack' is the latest evolution of Heinz Beans. Family mealtimes together are becoming less frequent and consumers need tasty, convenient meals that cater for everyone. The new format allows bean lovers to enjoy Heinz Beans in portions that suit them, without any waste." Paula Jordan, Heinz Marketing Director for Beans, Kids and Meals.



Kimberly-Clark Europe

New Kleenex man-size tissues

In 2011 Kimberly-Clark launched their new Kleenex smaller box but with the same 'big and strong' tissues inside.

The benefits are:

- Packaging and transport reductions of over 40%.
- More product on shelf so less 'out-of-stocks'.
- New opportunities in smaller stores.
- Wider consumer appeal and access to the product.



"The fact that this project has brought multiple benefits – environmental, cost saving and consumer preference – makes it a fantastic and truly sustainable change that the business can get behind, and consumers can feel good about. It's also not a niche product – Kleenex man-size is well loved by huge numbers of consumers and sits firmly in the mainstream". Tom Berry, Head of Sustainability, Europe, Kimberly-Clark



Kraft Foods

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Cadbury – Reusable packaging

Cadbury has switched to reusable rigid packaging (polyfans) to significantly reduce single-use transit packaging for its 'work in progress' factory products.

Various 'assortment products' were packed from the production line into corrugated boxes awaiting finishing into a number of different product formats. Space limitations required these to be transported by road to off-site storage.

Moving to polyfans and an automated handling system has improved on-site storage and cut transportation time and costs. Benefits are:

- Saving over 1,000 tonnes per year of cardboard (1,040 t of CO₂e).
- Associated savings in resources needed to recycle corrugated wastes.
- Saving more than 40,000 road miles per year.
- Emissions savings from road vehicles by 75 tonnes of CO₂ per year.
- Polyfans have an operating life of 5-10 years and are recyclable.



"This project is one of many initiatives that combine great environmental performance across a number of aspects of the Courtauld Commitment along with improved supply chain efficiencies and commercial gains."
Steve Hills, Head of Manufacturing, Giving & Seasonal.



Kraft Foods

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Kenco lighter jars and refills

The packaging of Kraft Foods' Kenco coffee has seen significant changes recently.

2009: They launched the Eco Refill, achieving packaging weight savings of 97% per unit.

2011: A major proportion of sales continue to be in glass jars, which complement the concept of the refill format. After more than 20 years Kraft Foods have given the iconic Kenco jar a sleek new design and taken the opportunity to reduce the packaging weight.

The new jar uses 7% less glass which equates to over 500 tonnes of CO₂e.

Before



After



"These innovative and well thought through changes to our packaging are a great way for us to engage with our consumers and an opportunity to reinforce the wider sustainability credentials of this well loved brand." Emma Dixon, Senior Brand Manager



Kraft Foods

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Less packaging for Cadbury Easter Eggs

Kraft Foods has been making gradual changes to their Easter Egg packaging over the last five years to carefully reflect and shape their consumer's relationship with a seasonal favourite. The company has used on-pack messaging to inform consumers about the improvements.

Over the years the large and medium boxed Easter Eggs have seen changes to the design and material of the internal plastic thermoform and a gradual reduction of the carton board outer.

A step change in 2011 saw a drop of more than 10% in packaging weight across the boxed range through changes to the carton board outer design and the removal of the plastic thermoform. The latter has significantly lowered the carbon impact of the packaging and the 2011 modifications alone have achieved savings of over 1,000 tonnes of CO₂e.

Changes to the packaging have also resulted in more efficient use of pallet and vehicle utilisation.

"Our marketing and packaging design teams continue to focus on less and better packaging of our products, particularly those high volume products which typically employ a higher packaging weight to edible ratio."

Matthew Bardell, Corporate Affairs Manager, Sustainability, Kraft Foods.

Before



After



50% less packaging
than in 2007



Molson Coors Brewing Company (UK & Ireland)

Cobra Beer and Christmas Leftovers

In 2010 research from Cobra beer showed curry internet searches peaked on Boxing Day, as households looked for ways to reinvent Christmas Day leftovers.

In response to the nation's love of curry – Cobra introduced new recipes, created by a celebrity chef, that perfectly complements their beer.

An 'Ultimate Boxing Day Leftovers' curry menu was launched, aimed at eliminating waste over the festive period. It includes Brussels sprout bhajis and Christmas pudding naan.



"Last year, six in ten households admitted to wasting food at Christmas. Our recipes turned the main leftovers into fantastic foods in their own right and helped work towards a waste free Christmas." Debbie Read, Molson Coors Brewing Company (UK & Ireland).



Morrisons

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Great Taste Less Waste national campaign

Aimed at reducing the amount of food waste UK consumers throw away each year, it covers:

1. 'Smart' use of packaging to benefit the life of produce and to keep it in good condition. E.g. the life of broccoli can be lengthened by two days if kept packaged and in the fridge.
2. Using 'Best Kept' labelling to ensure produce is properly stored in the home for longest life. E.g. potato label: 'store in a cool dry place' and for carrots 'keep in the fridge'. Advice also on 'Easy Pick' bags for loose fruit and vegetable items.
3. Helping promote effective meal planning through multiple recipe suggestions that use the same core ingredients. Main ingredient is discounted in store for family meals.



*"Fruit and vegetables are the most frequently wasted foods, therefore Morrisons is focusing on fresh produce. Two-thirds (*65%) of UK consumers regularly throw away fresh produce despite feeling guilty about wasting both food and money. Our Great Taste Less Waste campaign aims to help customers use up what they buy and get more meals for their money, to cut down on food waste."* Jane Speakman, Head of Produce.

* research commissioned by Morrisons.



Moy Park

Tray-less whole birds

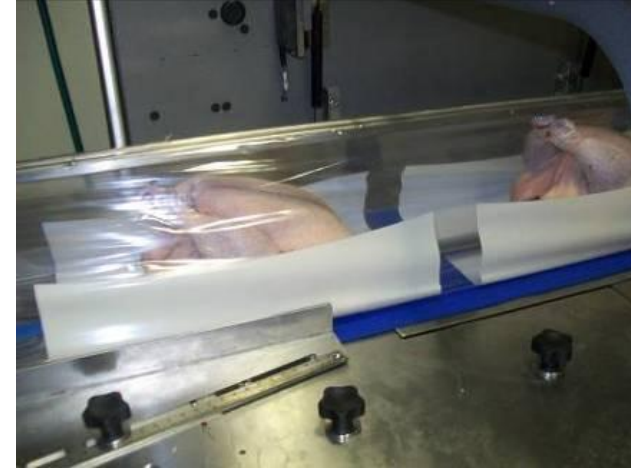
Moy Park has removed the tray from their whole bird packaging and are using flow-wrap that is hermetically sealed. This particular method protects consumers from packaging leaks.

The special 'high barrier' properties of the film and its use of 'modified atmospheres' can increase the shelf-life of the product from 8 days to 10.

Less packaging means that more chickens now fit into transport containers and on-shelf in shops. The extended shelf-life means less time is spent on re-stocking in store and transportation efficiencies.

Removing the tray has realised about a 70% packaging weight reduction.

"This revised packaging solution has a good shelf life, it is safe and drip free, convenient, and there is minimal packaging waste to dispose of. It performs the functions desired by consumers better than the previous format." Brian Moreland, CSR Manager





Müller Dairy

Mini Müller Rice pots

In July 2010, Müller Dairy extended their Müller Rice product range by introducing a 96g pot in addition to their 190g container.

This was in response to consumer feedback asking for smaller portions, particularly for women and children.

By offering the same product in two different pack sizes the company is responding to consumer demand for more choice and is helping to reduce food waste.



"When Mini Müller Rice was trialled in 2010 as 'sample size' pots they attracted a whole new consumer audience for whom the standard size pots were 'too big an eat'. For these consumers the new 95g pots are ideal for snacking and popping in a lunchbox." Seb Jones, Business Change Director, Müller Dairy.



Nestlé UK

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Employee engagement

Nestlé UK is supporting reducing household food waste by raising awareness of the issue amongst it's 6,500 UK staff.

Every year Nestlé UK runs a Keep it Safe and Sustainable (KISS) week at work. One of the key messages of their 2010 campaign was how employees could reduce their food waste at home. The UK-wide event included tips and ideas from WRAP's Love Food Hate Waste (LFHW) consumer programme.

KISS was included in the company magazine 'Talk', which helped to spread the message of how important it is to reduce food waste.

WRAP has developed a LFHW Workplace Toolkit which is available at their [partner website](#).

(Nestlé York site makes over a billion Kit Kats and 183 million Aero bars each year and achieved zero waste to landfill status nearly four years ahead of the company's 2015 target.)

"It was a real bonus to be able to raise the profile of food waste with our staff and to also support the Courtauld Commitment. This has helped us to accelerate our journey towards our 2015 target of zero waste to landfill." Inder Poonaji, Head of Safety, Health and Environment Sustainability, Nestlé UK.





Premier Foods

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- Sun-Pat Peanut Butter Jar:** lightweighted three pack weights by changing from glass to PET and incorporated 50% recycled content.
 - Reduced 205g , 238g and 285g glass jar range to 25g, 29g and 33g PET respectively, saving 2,404 tonnes of packaging and 886 tonnes of CO₂e.
 - 90% weight reduction led to transport cost savings and a 5 tonne reduction in CO₂e (96 fewer deliveries from Holland per annum = 18,432 delivery miles saved = 5 tonnes of carbon saved.)
 - Consumers like the lighter, non-breakable jars.

"Regulations that apply to logistics limit the weight of lorry-loads but because our new jars are much lighter, we have been able to cut the number of vehicles needed for transport and delivery. This benefit is made even stronger by the fact that the product is filled in Holland before being shipped to the UK." Alan Robe, Senior Brand Manager for Sun Pat (owned by Premier Foods).

- Food donations:** In 2009 Premier Foods worked with a number of charitable organisations to donate approximately 116,000 cases of food to help people in urgent social need, both in the UK and in the developing world.
 - 1,050 tonnes of food waste diverted from landfill.
 - Equivalent to about 1.6 million separate meals with a value of £500,000 donated to charity.
 - 24 tonnes of saved CO₂e (methane) emissions.

"Premier Foods has made a commitment to stop sending any waste, including food, to landfill by 2015. We are on track to achieve this challenging target. Food donations are a positive way to help those in social need whilst also reducing our impact on the environment. It's absolutely the right thing to do." Ian Bowles, Group CSR Manager.



Premier Foods

Hovis Bread bags

Premier Foods down-gauged their bread bag film and modified the dimensions to improve the fit of the product in the bag.

This was done within six weeks from making the decision to change.

The project involved consumer group research to analyse 'quality' perceptions around the use of thinner film compared to the original bag. Using less material has delivered savings of:

- 550 tonnes of plastic film; and
- 1,485 tonnes of CO₂e.



"Hovis is always looking for ways to reduce our impact on the environment, whilst still delivering great taste and quality for our consumers."

Julia Herring, Packaging Development Manager.



Premier Foods

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Steel can

In 2010 Premier Foods trialled and successfully lightweighted one of their steel cans. The new container, known as '14Z', has a gauge of 0.270 mm and weighs just 35 grams.

Weighing 5% less than similar sized cans used by Premier Foods, the company now buys 700 million '14Z' containers annually. This saves:

- 1,400 metric tonnes of steel; and
- 5,600 metric tonnes of CO₂e.

(Emissions released from the manufacture of a single '14Z' can is 166g of CO₂e compared to 174g for other heavier designs).

"As a signatory to the Courtauld 'Phase 2' Agreement, Premier Foods plc is committed to improving resource efficiency and reducing the carbon and wider environmental impact of our packaging".

Jon Murray, Group Technical Business Improvement Manager.





Premier Foods

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Great Little Ideas website

Premier Foods launched the 'Great Little Ideas' consumer-facing website in 2010.

The site provides hundreds of recipe ideas and practical hints and tips to help inspire families try something new and support using up leftovers.

'Great Little Ideas' helps consumers make their shopping budget go further and at the same time cuts food waste, helping the environment too.

The website has 30,000 signed up users and receives about 125,000 visitors each month.



Christmas Leftovers



"Consumers are looking for inspiration to move away from the same repertoire of meals but without blowing the budget and greatlittleideas.com offers just that. Getting more familiar with store cupboard staples helps them create a twist on a family favourite and adds life to those leftovers." Helen Kemish, Marketing Controller – Great Little Ideas.



Tesco Stores Limited

Automated Recycling Centres

In 2010 Tesco introduced a new 'information screen' for users of their automated recycling centres at selected UK stores. As well as informing customers about how many items by material/product type they have recycled on each visit, it now shows them how much CO₂ they have saved.

WRAP supported the project by providing Tesco with CO₂ product data and advice. The automated machines encourage recycling of consumer packaging by:

- Using on-screen information to raise awareness about how recycling contributes to CO₂ reduction.
- Incentivising customers to recycle by offering one Green Club Card point for every two aluminium cans recycled.

Find out more at www.tesco.com/greenerliving.



**This visit you
have saved:**

0.55kg
of CO₂
emissions

"We are delighted to use our innovative recycling centres to help our customers link their green actions to how much CO₂ they are saving." Amanda Hill, Recycling and Waste Management, Tesco Stores Limited



Tesco and Unilever

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Encouraging consumers to recycle empty aerosols

As a result of an on-going programme to increase aerosol recycling rates, 79% of Local Authorities in the UK accept empty aerosols via kerbside collection schemes, up from 67% in 2009*. But only an estimated 20% of aerosols purchased are currently recycled by consumers.



In March 2011, Tesco and Unilever launched a joint initiative called 'A Better Future Starts at Home' to encourage and support consumers to recycle more often. As part of this initiative, the Sure deodorant brand was featured in a multi-channel approach which included:

- Posters to raise awareness that customers can now recycle aerosols at Tesco's automated recycling centres.
- Leaflets in 300 Tesco stores in the personal care aisle informing consumers that they can recycle their aerosols.
- Website promotion to recycle deodorants on Tesco's shopping site.

The campaign resulted in a 30% increase in recycling rates in participating stores.

"As the largest Anti-Perspirant and Deodorant manufacturer in the UK, we take our sustainability responsibilities seriously. Aluminium can be infinitely recycled – we aim to halve the waste associated with the disposal of our products by 2020". Unilever

"We are pleased to work with Unilever to support the drive to recycle more aerosols and hope that customers will continue to bring their empty aerosols to our automated recycling centres." Tesco Stores Limited



* source: Alupro

Typhoo
Great British Tea since 1903

Typhoo Tea Limited

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In November 2011 Typhoo launched their Eco Refill pack.

The new product has 92% less packaging weight than their standard Typhoo 40 teabag carton (pictured top right) and is the 'lightest weight' tea packaging on the market in the UK.

In addition to the weight saving the new product format will lead to further transport and carbon efficiencies.

Typhoo Eco Refill is available to purchase in black tea and decaffeinated black tea.



"Our launch of Typhoo Eco Refill is a first for the tea category and delivers a substantial packaging weight reduction. This, in conjunction with our new blend, gives our customers good value, convenience and a great tasting tea." Keith Packer, CEO, Typhoo Tea Ltd



Typhoo Tea Limited

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Typhoo are meeting their customers' needs by:

- producing packaging that can be recycled by consumers at home; and
- being the first major tea brand to use recycled board across its brand range.

This has resulted in a saving of 348 tonnes of virgin fibre primary carton board and 460 tonnes of CO₂ per annum.



"We are proud that our tea production site in Merseyside has achieved zero waste to landfill in July 2010 and we have met our 100% recycling target in the first quarter of 2011. We are committed to working with WRAP through the Courtauld Commitment to continue improving our business impact on the environment." Shah Khan, Group Technical and Ethical Manager, Typhoo Tea Limited.



Warburtons

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Removal of 'display until' dates

Warburtons changed the labels on all their products across the UK following the Defra and Food Standards Agency best practice guidance on displaying date labels.

The new label clearly shows the 'best before' date, followed by a single number in brackets, known as a 'control code system'. So a loaf marked 'best before' 11 Oct (2) indicates a 'display until' date of 9 October. This simple, but effective code, helps shop staff when managing products on-shelf.

Giving consumers one date, instead of two, reduces the potential for confusion and makes the 'best before' date much easier to see. This, together with consistent on-pack storage guidance, helps them to get the most from the food that they buy, at its best, and can save them money through less waste.



2009



2010

"We hope that, as well as making things clearer for the consumer, this change will make a contribution to helping reduce the amount of bread thrown away and wasted." Sarah Miskell, CR Director, Warburtons