



The Packaging Federation

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Heather Collie
Defra, Sustainable Products and Consumers
Area 5D, Ergon House
c/o 17 Smith Square
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15th June 2010

Dear Heather,

Consultation on proposed update to Defra's "Green Claims Guidance"

In response to this consultation, the following submission is made on behalf of The Packaging Federation, a not-for-profit organisation representing the UK Packaging Manufacturing Industry. As a manufacturing sector we have approximately 85,000 employees with a turnover in excess of £10 Billion, making a contribution to the UK's GDP of approximately 1%. The industry is divided into a number of sectors covering a variety of materials and each of these is represented by sector Trade Associations who will be responding separately to this consultation.

We fully support the content and objectives expressed in the document and have no objections to the proposals contained therein. However, we are mindful of the fact that it is not only commercial and business organisations that make green claims. We note that such claims are also made regularly by Government Departments and Delivery Bodies and NGO's of many types. Indeed, it is not at all unusual to see comments on Governments Documents like "made from environmentally friendly paper". It seems to us government should be seen to lead by example, as should NGO's, and that the proposed Green Claims Code should apply to all of them as well – particularly since any such statement on a Government or NGO document would be seen to carry more credibility and weight.

Thank you for the opportunity to contribute to this consultation. Please don't hesitate to contact us if you require any further comment.

Yours sincerely,

Dick Searle CCMi
Chief Executive
The Packaging Federation