

PUTTING “PACKAGING” INTO CONTEXT

SEVEN PACKAGING “PILLARS OF WISDOM”

- **THE PRIMARY ROLE OF PACKAGING IS TO PROTECT AND PRESERVE THE PRODUCT. REDUCING PACKAGING MAY INCREASE PRODUCT WASTAGE AND REDUCE PRODUCT HYGIENE – WITH ENVIRONMENTAL IMPACTS MUCH GREATER THAN THAT OF THE PACKAGING “SAVED”**
- **THE ENVIRONMENTAL IMPACT OF “AVOIDABLE FOOD WASTE” IN HOUSEHOLD WASTE IS AT LEAST TEN TIMES GREATER THAN THE IMPACT OF TOTAL PACKAGING WASTE TO LANDFILL**
- **THE ENERGY CONTENT OF ONE DAY’S PACKAGING IS EQUAL TO ONE AND ONE QUARTER MILES IN THE CAR**
- **LOCAL AUTHORITIES HAVE NOT BEEN FUNDED OR DIRECTED BY CENTRAL GOVERNMENT TO PROVIDE THE RECYCLING FACILITIES REQUIRED TO FULFIL THE UK OBLIGATIONS UNDER THE EU P&PWD. THE LACK OF “JOINED UP THINKING” IS PREVENTING THE RECYCLING OF RECYCLABLE MATERIALS AND DISTORTING THE SUPPLY CHAIN. IN SEVERAL EU STATES, LINKING THE PACKAGING CHAIN TARGETS WITH LOCAL AUTHORITY TARGETS (THE EXTENDED PRODUCER RESPONSIBILITY CONCEPT) HAS ENABLED MUCH HIGHER RECYCLING RATES**
- **THE VERY LOW LEVEL OF “ENERGY FROM WASTE” GENERATION IN THE UK IS A CRIMINAL WASTE OF RESOURCES**
- **THE PRIMARY SPECIFIERS OF PACKAGING ARE THE RETAILERS– PARTICULARLY FOR FRESH AND CHILLED PRODUCE - AND THE PRODUCERS – NOT THE PACKAGING MANUFACTURERS**
- **WITHOUT MODERN PACKAGING THE RANGE AND SHELF LIFE OF PRODUCTS WOULD BE SEVERELY REDUCED – AND SHOPPING AS WE KNOW IT COULD NOT EXIST**