

# PACKAGING GUIDELINES

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LifeStraw<sup>®</sup>   
by VESTERGAARD

# PACKAGING GUIDELINES

At LifeStraw, we believe everything we do has an impact in the world. We design beautiful, simple, and functional products that provide the highest protection from unsafe water based on where and how they will be used. We also take our responsibility to people and planet seriously. The packaging of our products is aligned with these values and designed to be safe & healthy for individuals and communities throughout its lifecycle.

This document is a roadmap and a resource tool in order to inform all decisions around design, development, sourcing and manufacturing of packaging materials for LifeStraw products.

S U S T A I N A B I L I T Y

# DEFINITION \*

- Is beneficial, safe & healthy for individuals and communities throughout its lifecycle.
- Meets market criteria for performance and cost.
- Is sourced, manufactured, transported, and recycled using renewable energy.
- Optimizes the use of renewable or recycled source materials.
- Is manufactured using clean production technologies and best practices.
- Is made from materials healthy throughout the life cycle.
- Is physically designed to optimize materials and energy.
- Is effectively recovered and utilized in biological and/or industrial closed-loop cycles.

\*The Sustainable Packaging Coalition provides a definition and framework for moving towards sustainable packaging

# SUSTAINABILITY PRINCIPLES

## LIFESTRAW SUSTAINABLE PACKAGING OBJECTIVES FOR 2021

- How2Recycle labels on packaging
- 100% FSC certified cardboard
- Incorporation of recycled packaging materials when possible
- Reduction of packaging volume
- 100% plastic free or compostable by end of 2021

## RESOURCE OPTIMIZATION

- Product development: optimizing products to eliminate the need for packaging materials
- Eliminating unnecessary packaging material and avoiding empty space
- Using recycled material where available or choosing materials from sustainably managed and renewable sources (i.e. FSC)

## MATERIAL COMPOSITION

- Selecting materials that are non-toxic, produce less waste and go through less hazardous chemical processes.
- Material transparency: all packaging material substances are declared, compliant with regulation and documented. Including auxiliaries such as inks, coatings and adhesives.

## RESPONSIBLE SOURCING

- Using suppliers that comply with environmental best practices (i.e. compliance, reporting, use of green energy)
- Sourcing local where available in order to reduce shipping distance for packaging material.
- Controlling secondary and tertiary packing practices, such as overboxing at warehouses or internal shipping of components for final assembly to make sure they comply with sustainability principles.

## RECYCLING

- Selecting materials with high recycling rates
- Ensuring that coatings, inks and material combinations or tints are consistent with recycling technology
- Applying appropriate labeling for how to recycle each packaging component
- Where possible, only using a single material to help simplify consumer's decisions on how to dispose of packaging material.