



Yin and Yang

*Understanding and Conveying
Advantages of Your Climate-
Smart Product Packaging*

20. September. 2018





COMMIT. ACT. IMPACT.

Climate Collaborative Commitment Areas



Integrate carbon farming
into the agricultural
supply chains



Increase energy
efficiency



Reduce food-waste in
the supply chain



Remove commodity-
driven deforestation
from supply chains



Responsible
engagement in
climate policy



Reduce the climate
impact of packaging



Commit to 100%
renewable power



Reduce short-lived
climate pollutant
emissions



Reduce climate
impacts of
transportation

How to commit



TAKE ACTION

BLOG

MEDIA & RESOURCES

EVENTS

ABOUT

DONATE



More companies are taking action to reverse climate change than ever before. They're tackling this global challenge not only because it's essential to the future of our planet but also because doing so offers tremendous opportunities for growth, job creation, and prosperity.

Companies can help reverse climate change by making a commitment to one or more of these initiatives.

WHY TAKE ACTION?

Climate change is both the greatest threat our planet has ever faced

MAKE A COMMITMENT

SIGNUP FOR UPDATES

Add Your Email Address



How many companies have committed?

Justin's



gaia
HERBS

301

Companies
Committing to Action

1132

Commitments



Community
FOOD CO OP



Veritable
Vegetable



REBBL™

seventh
generation.



Independent
Natural Food
Retailers
Association



MegaFood®
Fresh From Farm To Tablet™

nutiva®
NURTURE VITALITY™



Why take action?



Your consumers care:

70% of millennials say companies' environmental practices impact their purchasing decisions.¹

¹ The Shelton Group <https://prn.to/2J1sPHc>

Why take action?



There is urgent need for action:

- 211 million people were affected every year by natural disasters between 2000 and 2013, caused in part by climate change leading to more intense weather events.
- It's estimated climate change could cause 250,000 additional deaths per year between 2030 and 2050.

<http://unfoundationblog.org/4-statistics-that-show-why-we-need-climate-action-to-achieve-sustainable-development/>

How will we help you act



WELCOME TOOLKIT FOR COMMITTED COMPANIES

WELCOME!

We are so glad that you have made a commitment to climate action through the Climate Collaborative. So what's next?

1. **Help us tell your story:** Let your stakeholders know about your commitments!
2. **Develop and implement a climate action plan:** Use our resource base and learn from other committed companies and experts as you work toward implementing your climate commitments.
3. **Track progress:** Let us know how you are progressing!

- **We will help you on your climate journey through:**
 - Monthly webinars
 - Case studies
 - Action groups
 - Connections to partners and solutions providers
 - Events
 - [Other resources](#)

THANK YOU TO OUR DONORS!

Alter Eco
Annie's
Associated Brands
Califia Farms
California Olive Ranch
Cheer Pack
Clif Bar & Company
Connective Impact
Danone North
America
Decker and Jessica
Rolph
Dr. Bronner's
Elk Packaging
Gaia Herbs

General Mills
Good Earth Natural
Foods
GrandyOats
GreenSeed Contract
Packaging
Guayaki
Happy Family
INFRA
KeHE
Kuli Kuli Foods
Lotus Foods
Lundberg Family
Farms
MegaFood

Melt Organic
MOM's Organic
Market
Mountain Rose Herbs
National Co+op
Grocers
Natural Habitats
Nature's Path
New Hope Network
Numi
Nutiva
Oregon's Wild Harvest
Organic India
Organic Valley
Outpost Natural Foods

Patagonia
Plum Organics
Pluot Consulting
Presence Marketing
Rebbl
Stahlbush Island Farms
Stonyfield
Straus Family
Creamery
Studio Fab
Tacoma Park Silver
Spring Co-op
Traditional Medicinals
Trayak

Our Speakers



Moderator: **Lisa Spicka**
Associate Director
Sustainable Food Trade
Association, SFTA



Reyna Bryan
VP of Strategy & R&D
Elk Packaging



Gage Mitchell
Principal & Creative Director
Modern Species



Jane Franch
*Director of Quality, Sourcing &
Sustainability*
Numi Organic Tea

this
wrapper
composts.

Learn more about
sustainable packaging today

ELK PACKAGING
Leaders in sustainable packaging
SAMPLE ONLY—NOT FOR SALE
www.elkpackaging.com

sales@elkpackaging.com
REF: ELK13-0NER
310-3391-H



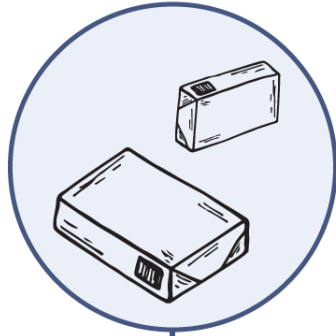
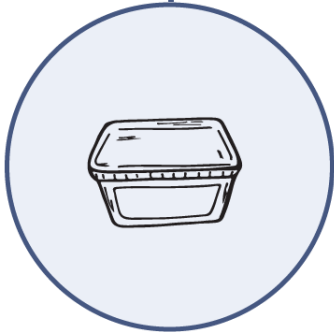
elkpackaging.com

How can I be more sustainable?



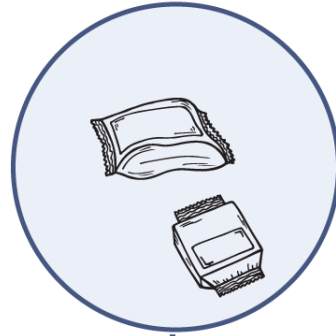
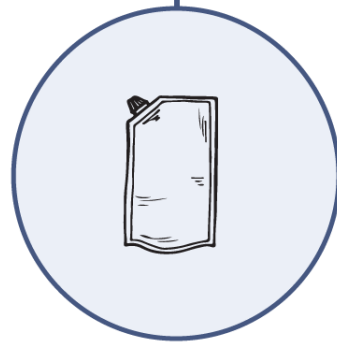
FOLDING
CARTONS

MOLDED
PULP/FIBER



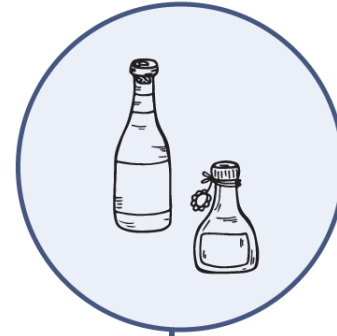
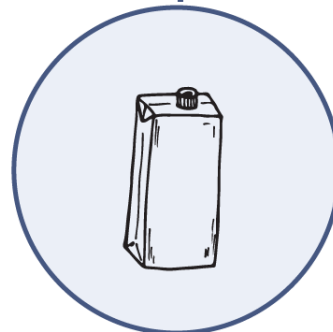
FROZEN BOXES
& CONTAINERS

SQUEEZE
PACKS



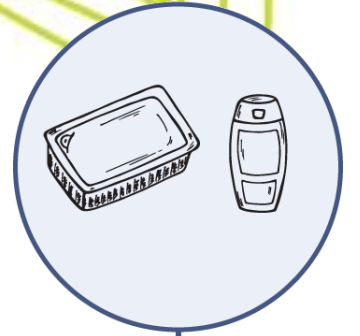
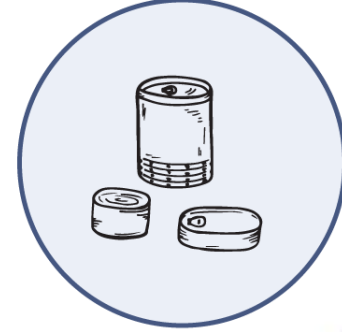
FLEXIBLE
FILM

MILK/JUICE
CARTONS



GLASS JARS
& BOTTLES

ALUMINUM &
STEEL CANS



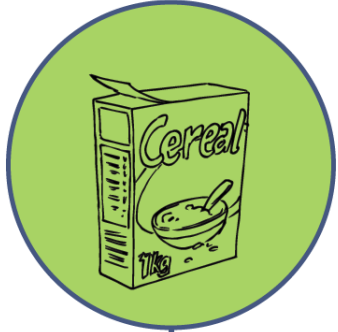
RIGID PLASTIC
CONTAINERS



General Guidelines

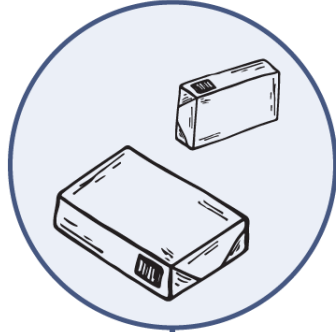
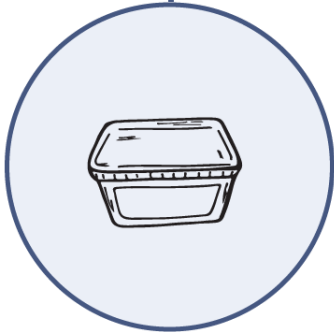
- **Performance** – Does packaging protect product?
- **Minimize Materials** – Can you down gauge and maintain integrity?
- **Material Inputs** – Where does your raw material come from?
- **Material EOL and Value** – What is the end-market for your material?
- **Consumer Awareness** – Have I communicated proper disposal?
- **LCA Guidance** – Can I use LCA to better inform my decision?
- **Support Sustainable Packaging Development** – How can I support emerging markets and technologies?





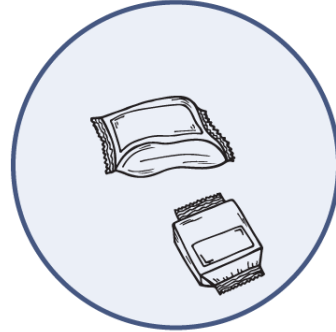
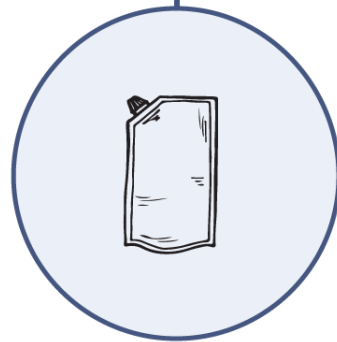
FOLDING
CARTONS

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PULP/FIBER



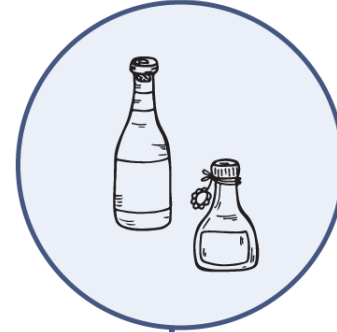
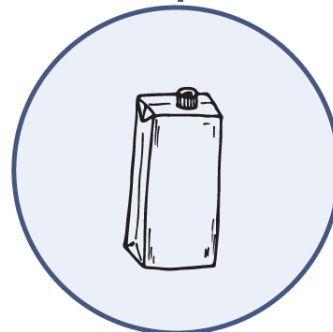
FROZEN BOXES
& CONTAINERS

SQUEEZE
PACKS



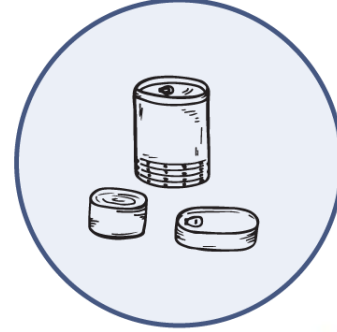
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FILM

MILK/JUICE
CARTONS

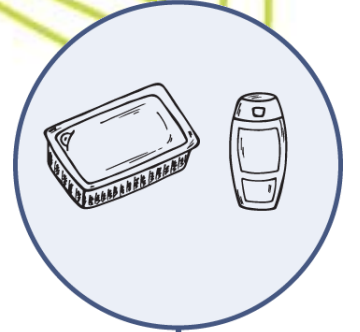


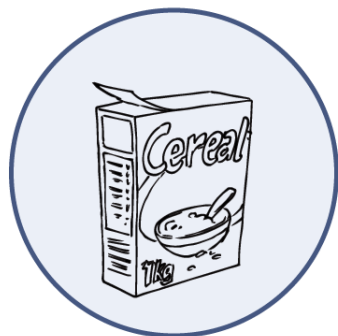
GLASS JARS
& BOTTLES

ALUMINUM &
STEEL CANS

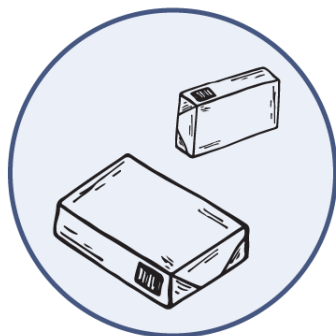


RIGID PLASTIC
CONTAINERS

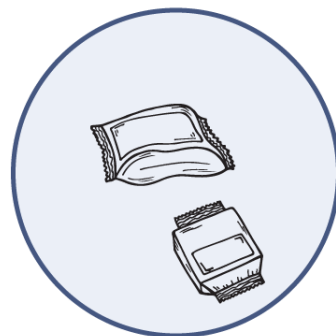




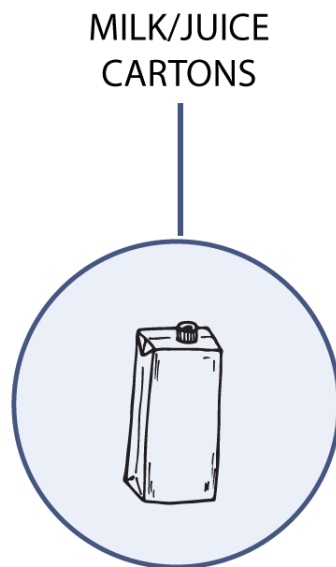
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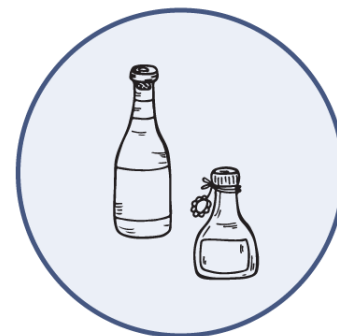
FROZEN BOXES
& CONTAINERS



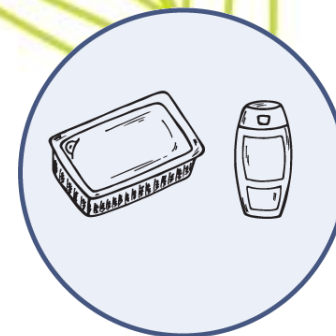
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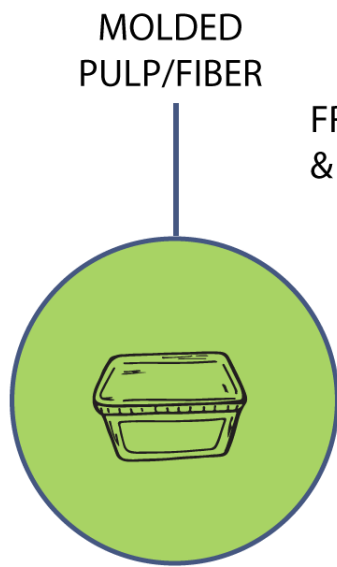
MILK/JUICE
CARTONS



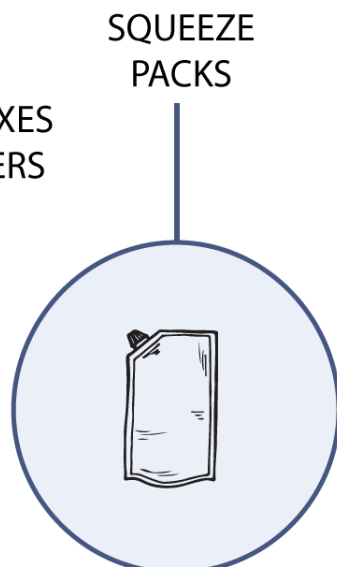
GLASS JARS
& BOTTLES



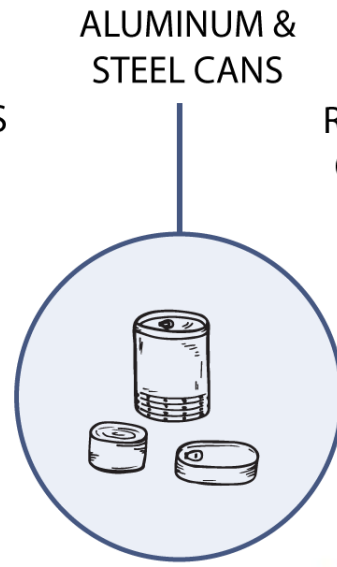
RIGID PLASTIC
CONTAINERS



MOLDED
PULP/FIBER



SQUEEZE
PACKS

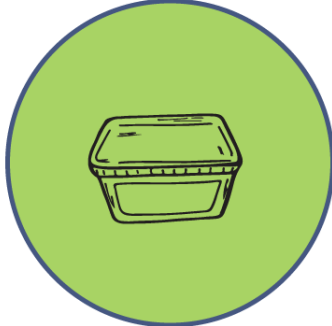


ALUMINUM &
STEEL CANS





MOLDED
PULP/FIBER



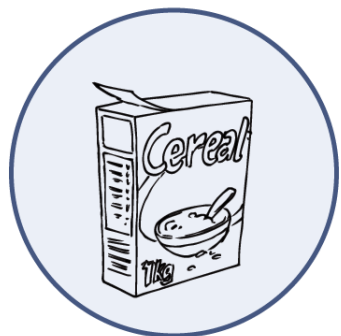
Molded Pulp & Sustainability

Benefits

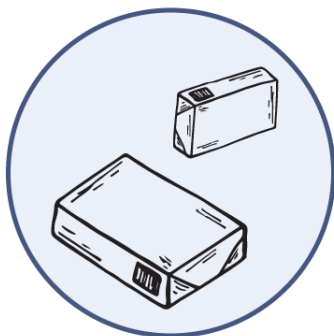
- Price competitive alternative to rigid plastics
- Made from renewable raw materials
- Typically both recyclable and compostable
- Strong and functional, capable of deep 3D shapes

Challenges

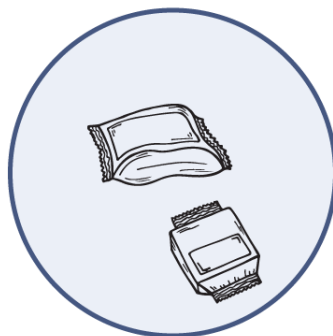
- Manufacturing energy intensive and slow
- High up-front capital investment for new designs
- Surface printing can be limiting
- Emerging risks for toxicity of coatings, specifically grease barriers



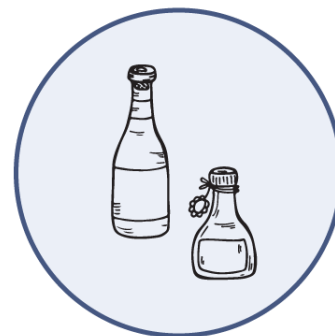
FOLDING
CARTONS



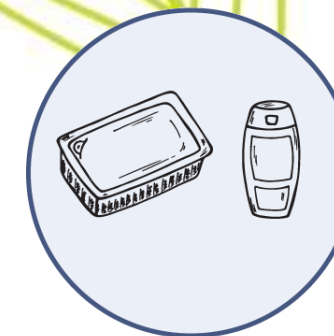
FROZEN BOXES
& CONTAINERS



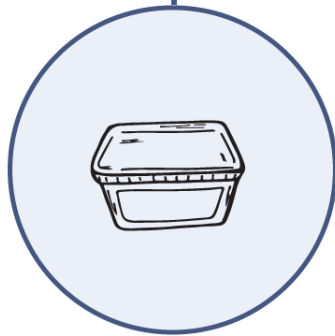
FLEXIBLE
FILM



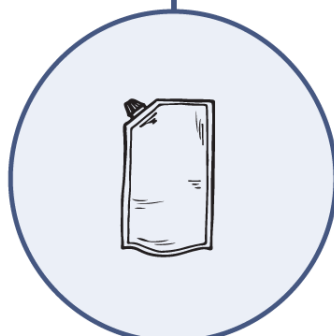
GLASS JARS
& BOTTLES



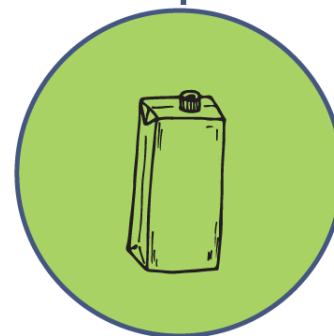
RIGID PLASTIC
CONTAINERS



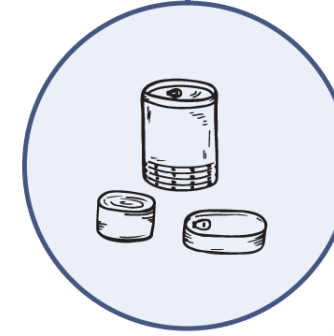
MOLDED
PULP/FIBER



SQUEEZE
PACKS



MILK/JUICE
CARTONS



ALUMINUM &
STEEL CANS



POLYETHYLENE LAYER



ALUMINIUM FOIL



POLYETHYLENE
ADHESION LAYER



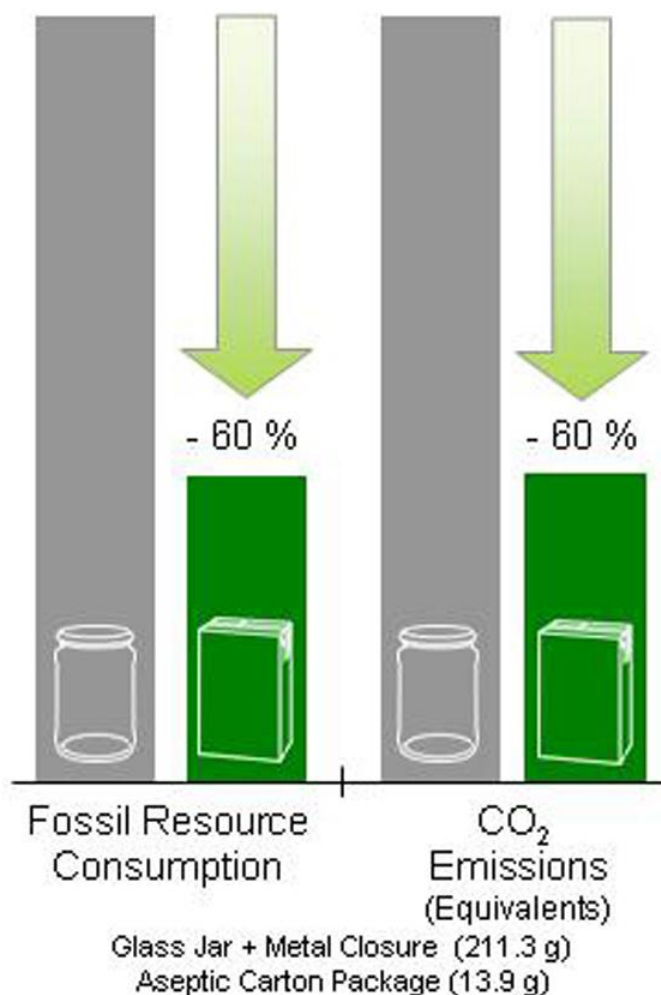
PAPERBOARD



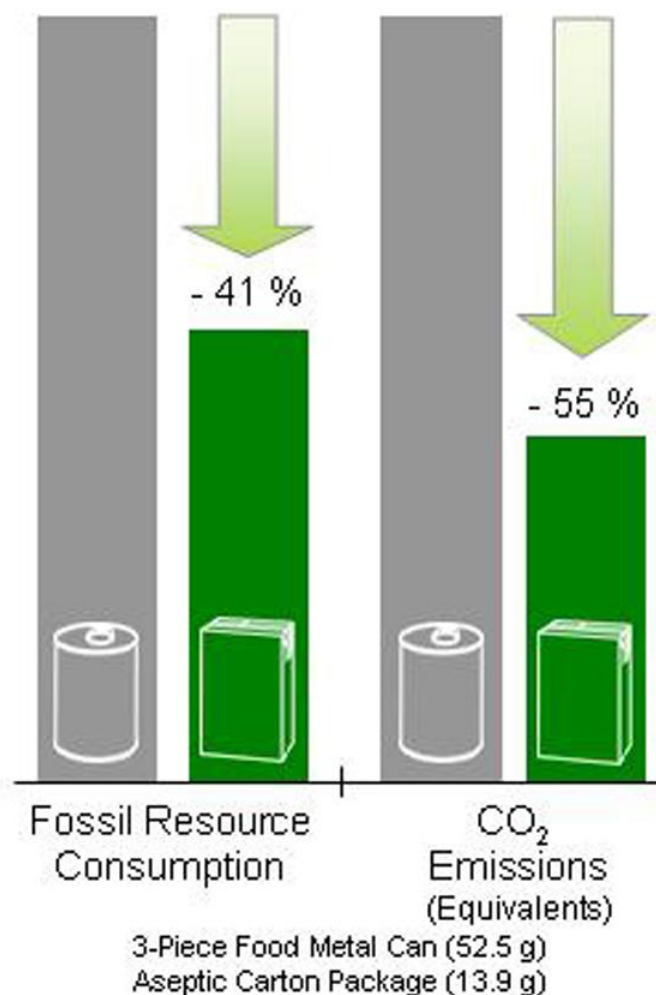
POLYETHYLENE LAYER



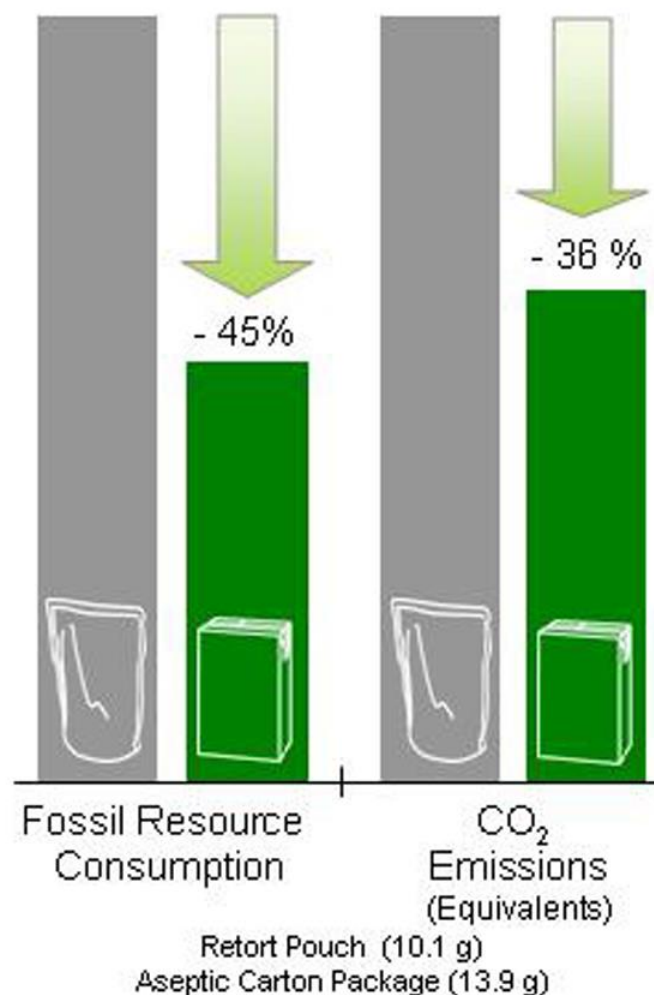
**Comparison:
Glass Jar / Carton Package**

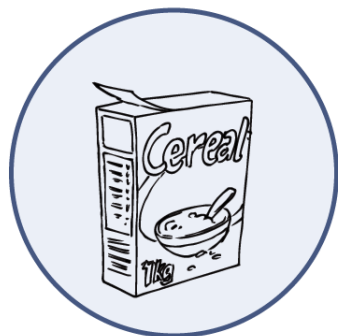


**Comparison:
Food Metal Can / Carton Package**

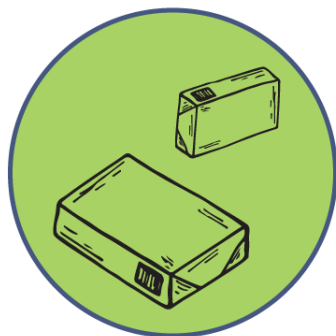


**Comparison:
Retort Pouch / Carton Package**

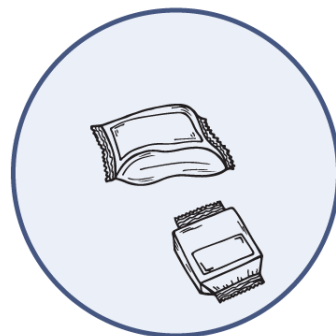




FOLDING
CARTONS

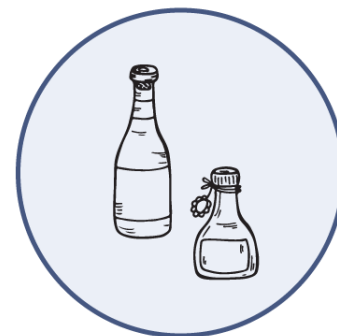
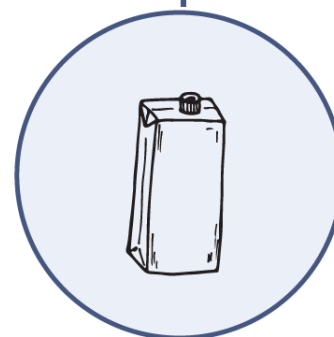


FROZEN BOXES
& CONTAINERS



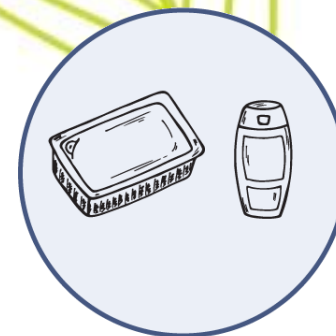
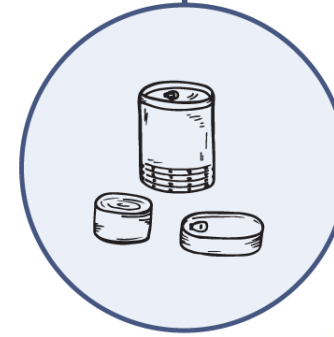
FLEXIBLE
FILM

MILK/JUICE
CARTONS



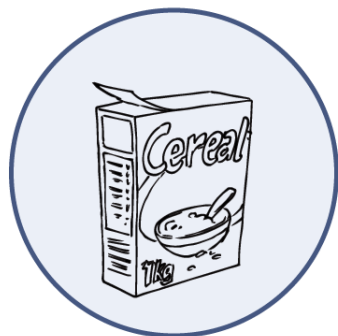
GLASS JARS
& BOTTLES

ALUMINUM &
STEEL CANS

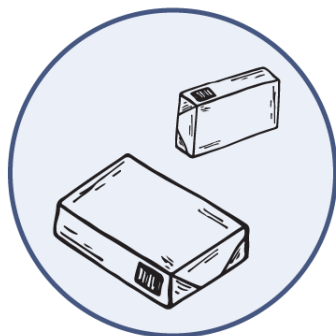


RIGID PLASTIC
CONTAINERS

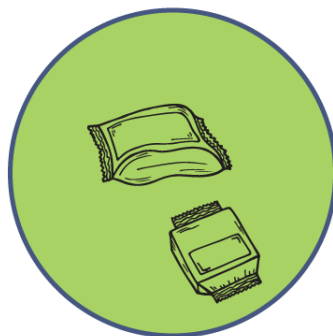




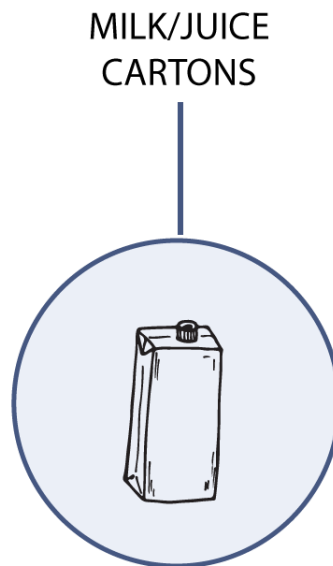
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CARTONS



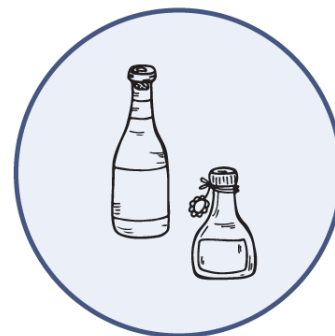
FROZEN BOXES
& CONTAINERS



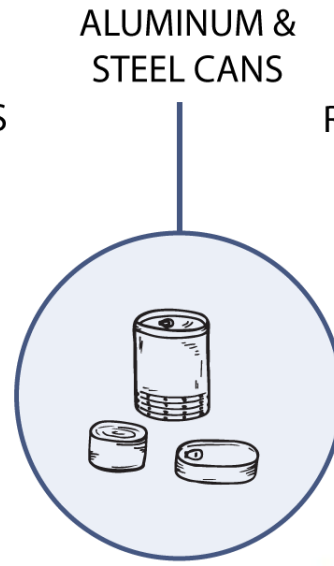
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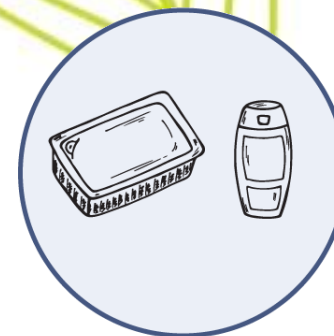
MILK/JUICE
CARTONS



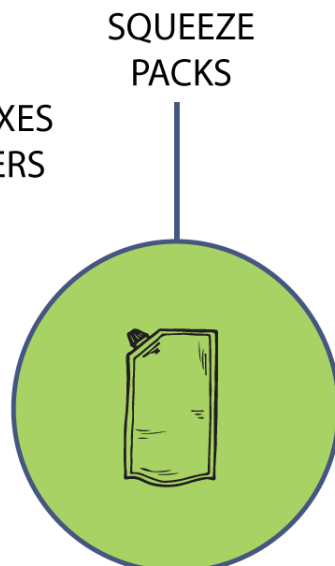
GLASS JARS
& BOTTLES



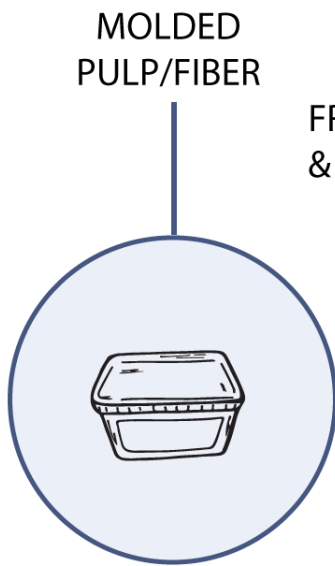
ALUMINUM &
STEEL CANS



RIGID PLASTIC
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SQUEEZE
PACKS



MOLDED
PULP/FIBER



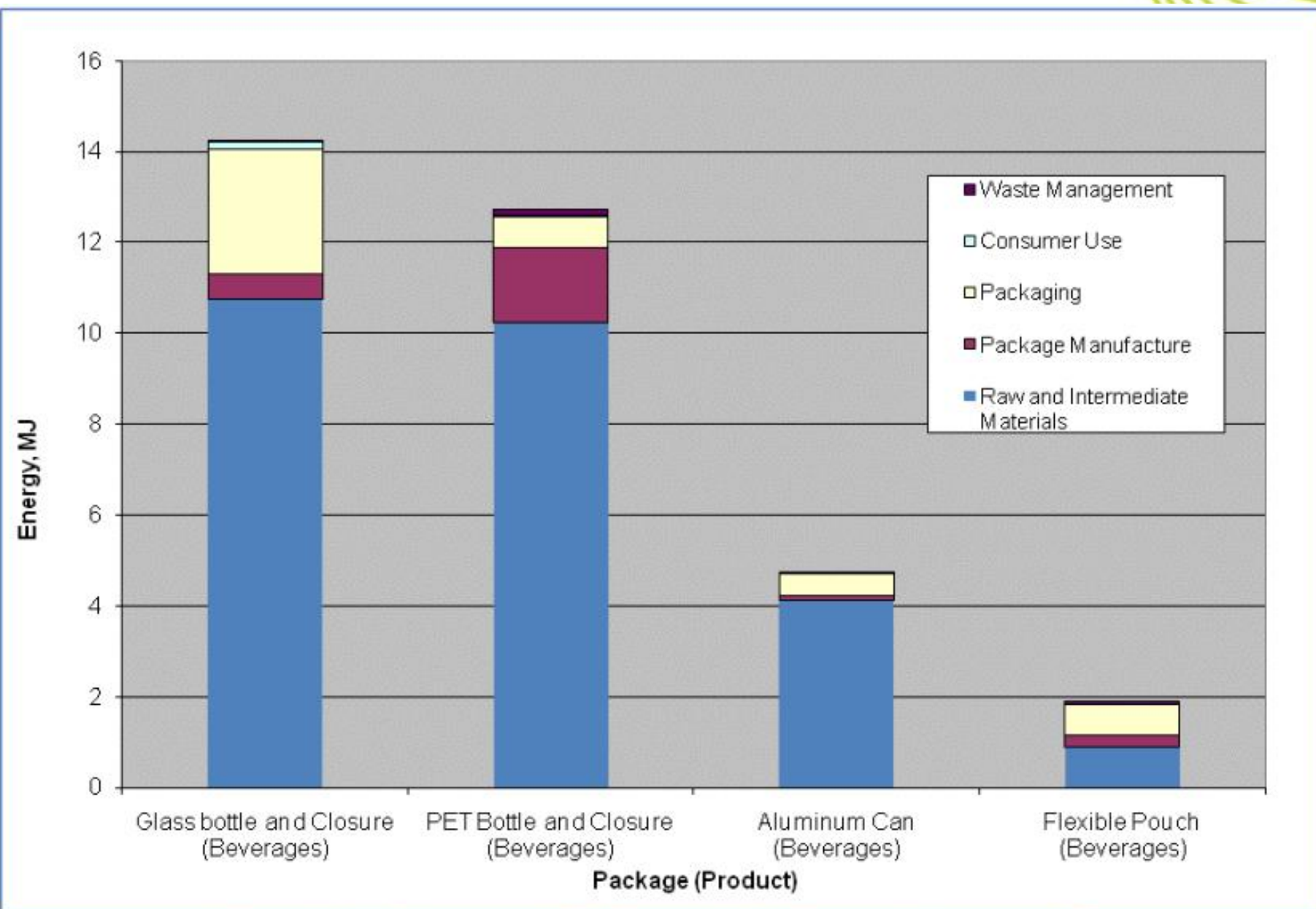
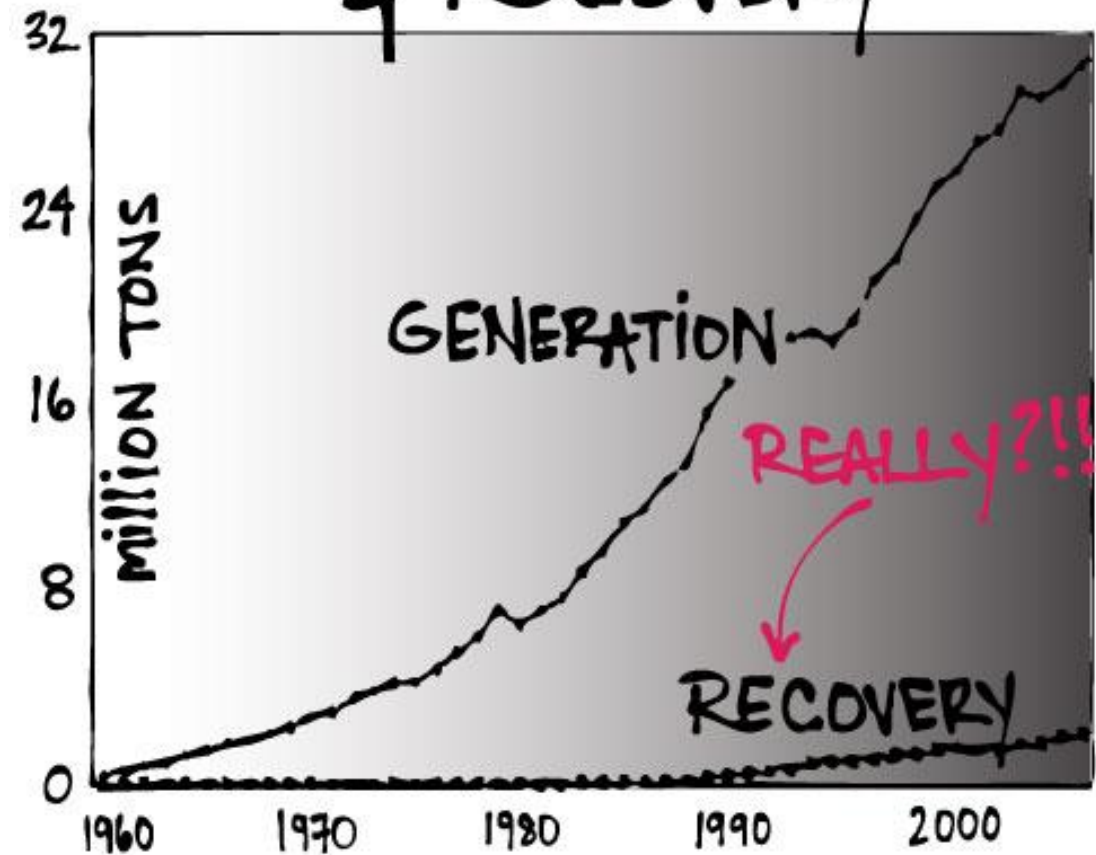


Figure A-9. Beverage Package Total Energy Consumption.



US PLASTIC GENERATION & RECOVERY



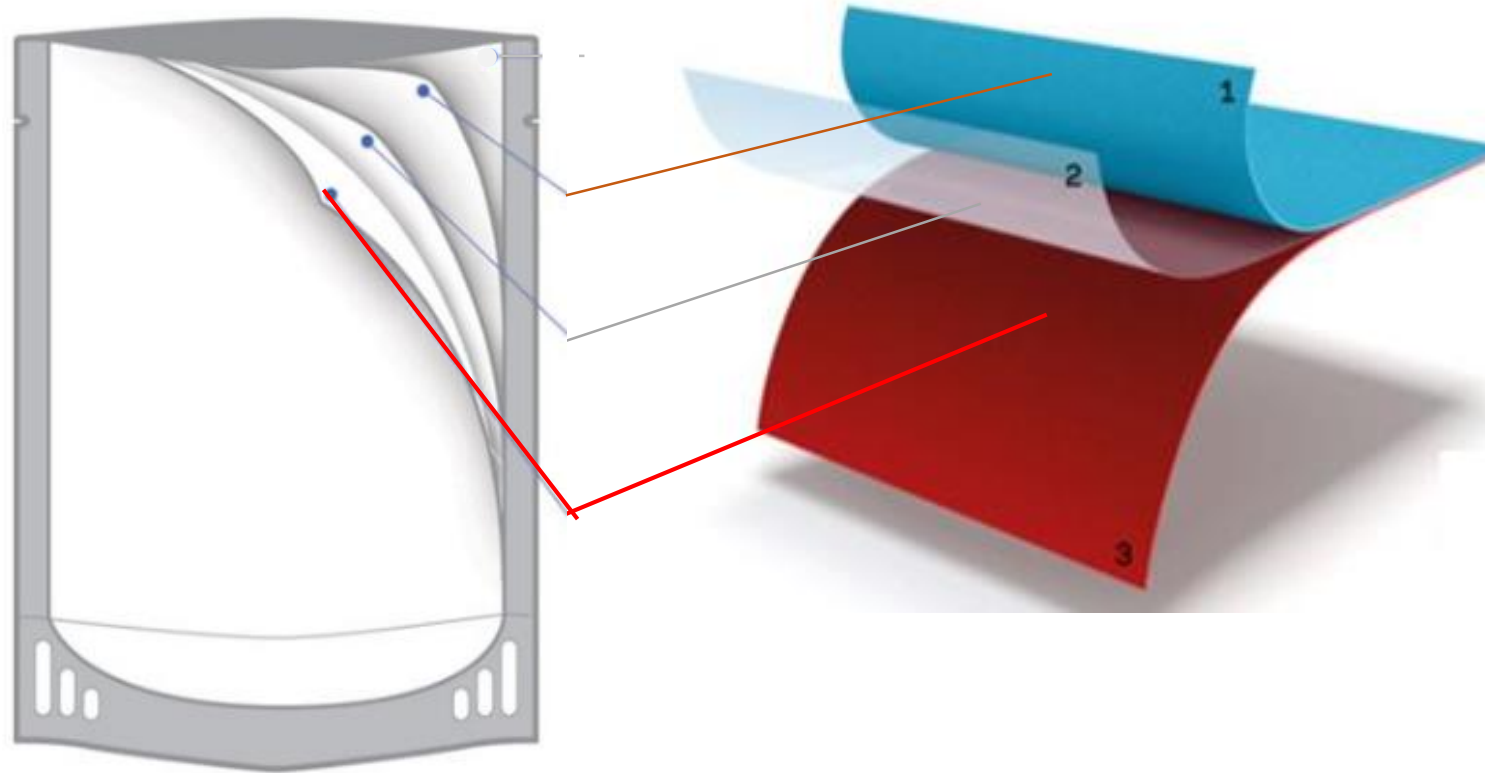
Municipal Solid Waste in the U.S.: Facts & Figures. EPA 2007



More innovation is needed...
collaboration is the key.



Flexible Film Basics



Flexible Film Supply Chain



Polymer
Resins

Blown Film
Extrusion

Film
Finishing

Print &
Lamination

Pouching

What is possible today...

Heat sealable, dry, shelf-stable

COMPOSTABLE High Barrier Metalized & Clear Structures:

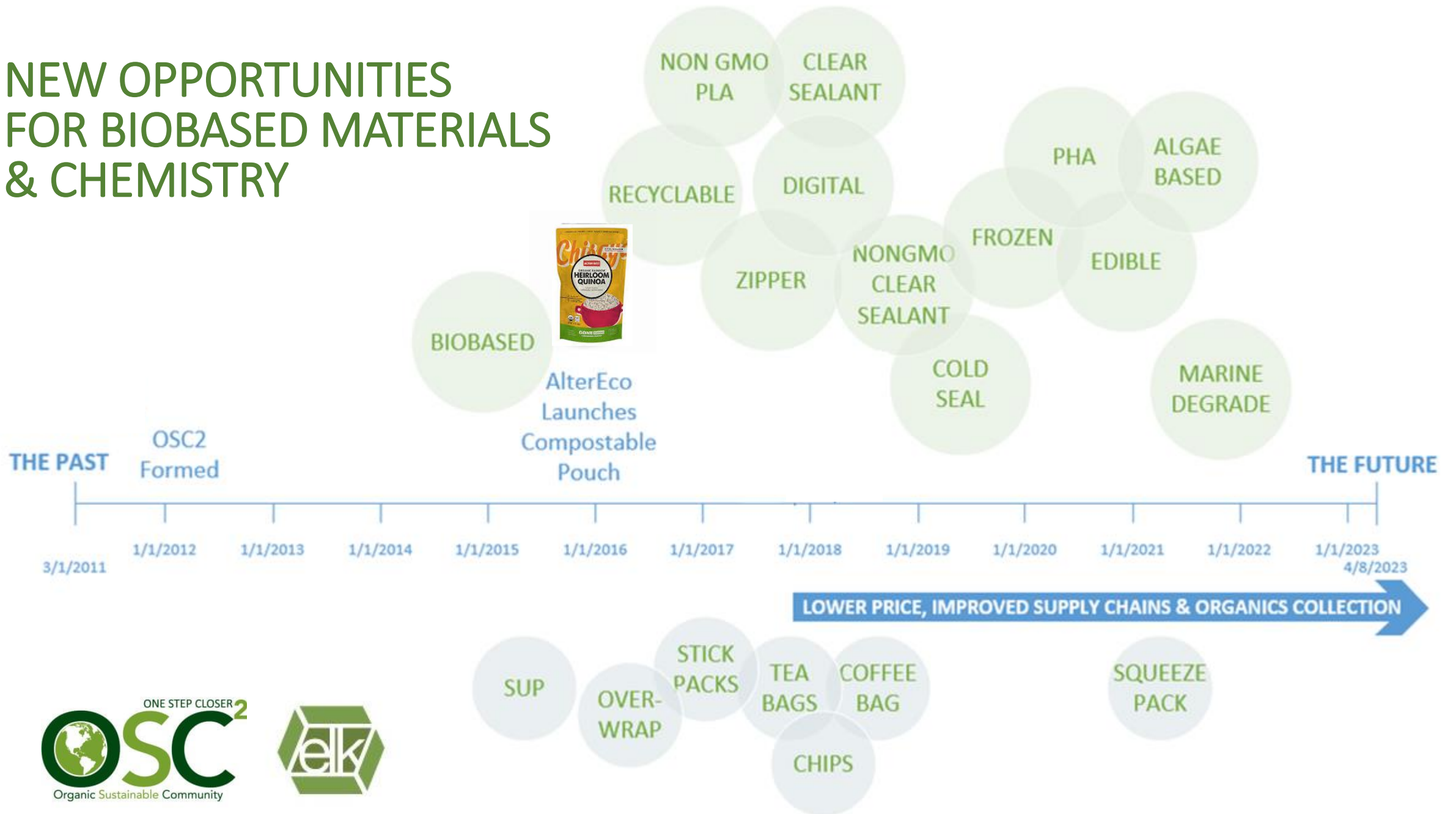
Stand-up pouches – Granola, Grains, Nuts/Seeds, Salty Snacks

Overwrap – Granola Bars, Candy, Tea Sachets, Protein Powder

Preformed – Coffee, Dried Soup



NEW OPPORTUNITIES FOR BIOBASED MATERIALS & CHEMISTRY



Pathway to Sustainability: Collaboration Across the Value Chain



Where do I fit in the value chain? If I do not take action, who will?



Key Takeaways

- **End markets are important**, and they are our responsibility
- **We have optimized our current packaging paradigm**, and it is not good enough. It is time to jump to the **next innovation curve**
- **LCA only provides part of the picture** - are you using it to justify status quo?
- The packaging industry is a **big sleepy dinosaur** and requires outside influence to innovate
- **Its time we all row in the same direction** – we need participation from the entire value chain – not just a handful of brands.



Thank you for listening.

Let's connect, collaborate and innovate!

Reyna Bryan

Elk Packaging - Director of R&D

www.elkpackaging.com





EFFECTIVE SUSTAINABILITY COMMUNICATION

- *Climate Collaborative Packaging Webinar* -

OUR AGENDA

- 1** | Trust & Loyalty
- 2** | Values & Loyalty
- 3** | Influence Behavior
- 4** | Make It Fun
- 5** | Any Questions?





TRUST & LOYALTY

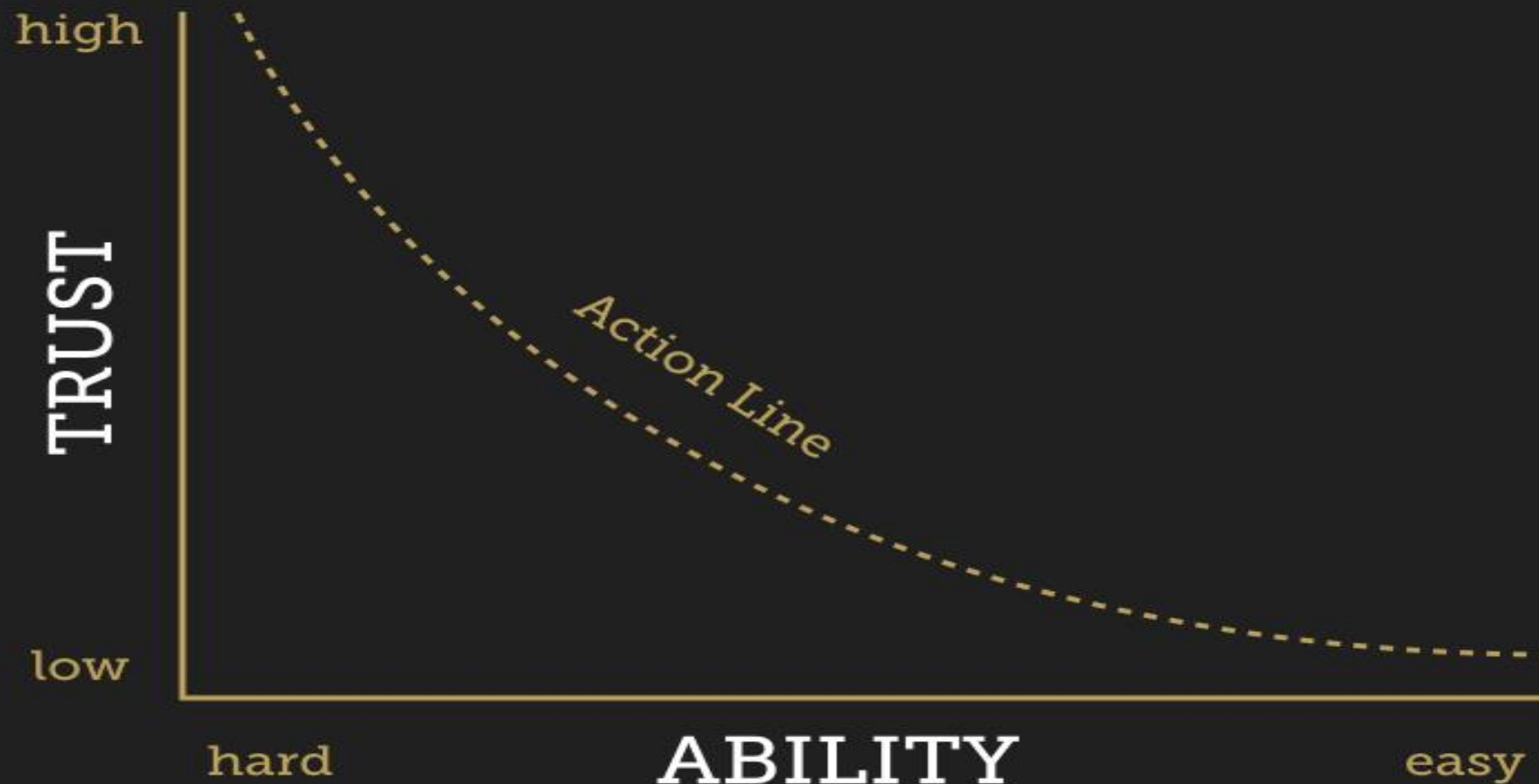


CONSUMER BEHAVIOR

People often buy for
emotional reasons,
*and will go out of their way
for a brand they **trust**.*



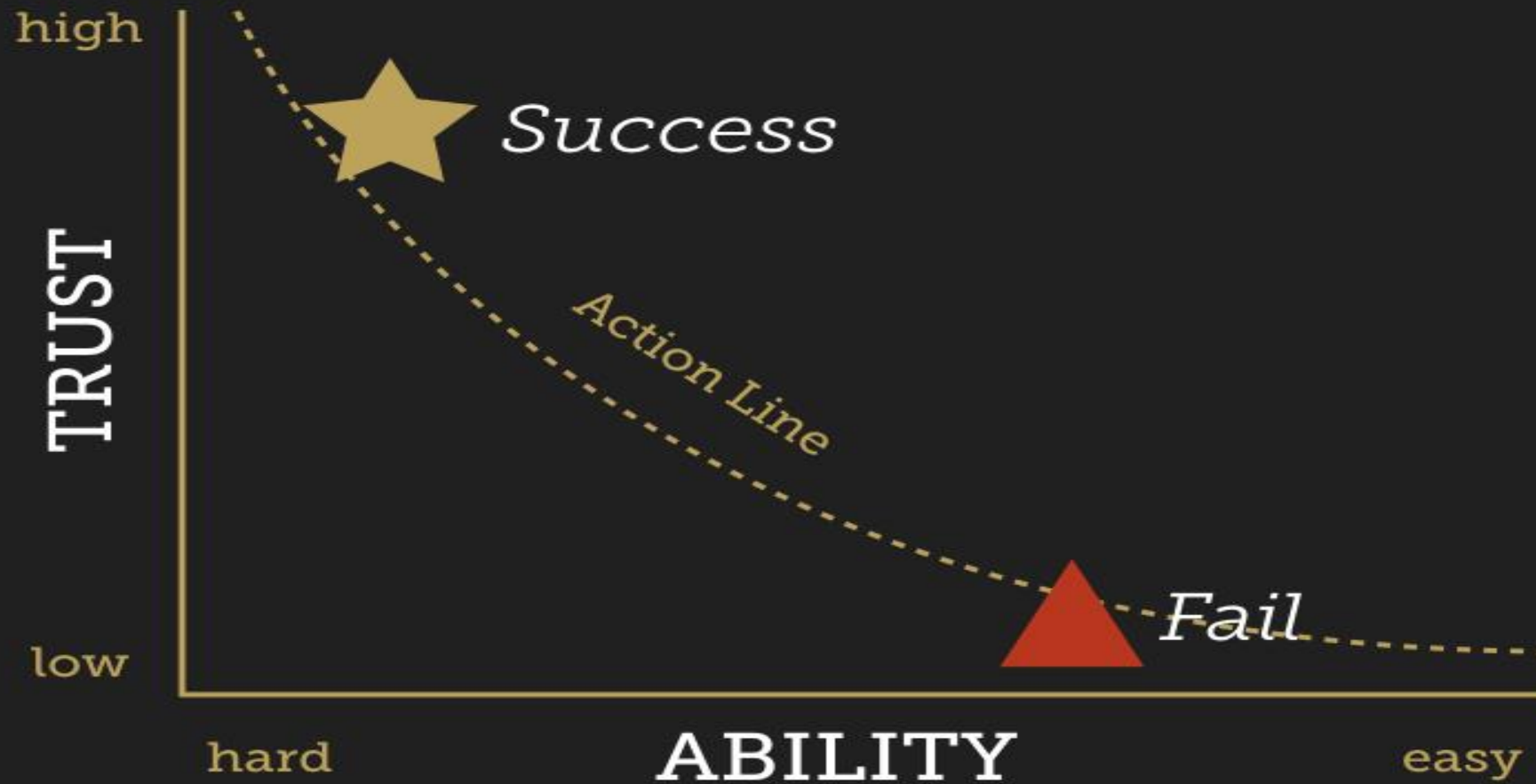
BRAND TRUST MODEL



Brand Trust Model © BJ Fogg & Gage Mitchell



BRAND TRUST MODEL



Brand Trust Model © BJ Fogg & Gage Mitchell



MODERN SPECIES®

@ModSpec | ModernSpecies.com

WHY BRANDING WORKS

A strong brand **fulfills its promises** to its customers,
*building trust, and therefore
brand loyalty over time.*





VALUES & LOYALTY



VALUES ALIGNMENT

Today's consumers **want to feel** that what they buy *fits their lifestyle and aligns with their **personal values**.*

Inc.com



MODERN SPECIES®

@ModSpec | ModernSpecies.com

DEMONSTRATE YOUR COMMITMENT

Despite the difficult
economic climate **Millennials**
*are willing to **pay extra** for
sustainable offerings.*

Inc.com



MODERN SPECIES®

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WEAR YOUR MISSION ON YOUR PACK



MODERN SPECIES®

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PROVE YOUR COMMITMENT



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INFLUENCE BEHAVIOR



BEYOND INTENTIONS

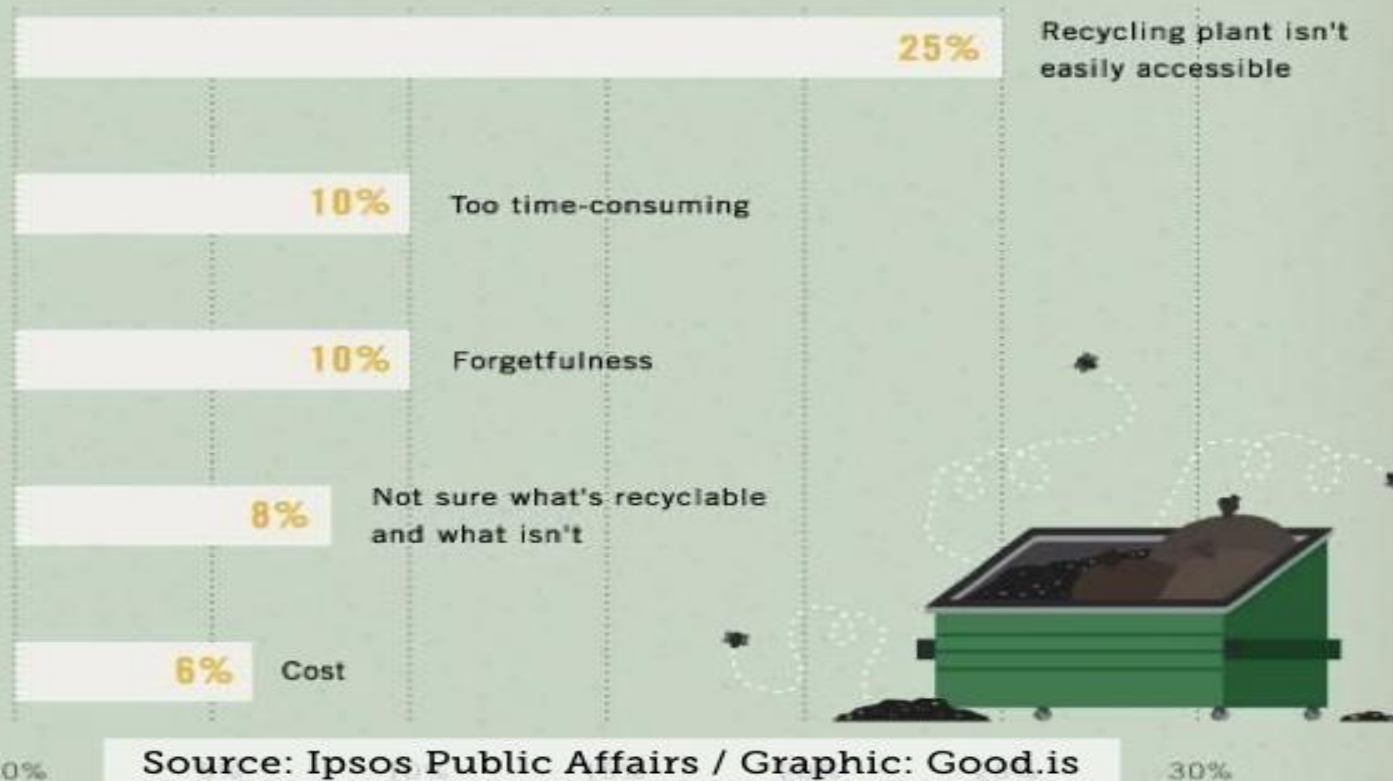
Sustainable packaging
isn't sustainable,
if despite your intentions,
*it ends up in the **landfill.***



IT'S TOO CONFUSING AND DIFFICULT

REASONS THEY DON'T RECYCLE

Percent of respondents



Source: Ipsos Public Affairs / Graphic: Good.is

73%

believe juice boxes are recyclable.

ITEM CAN BE RECYCLED...



18%

say they put it in the recycling



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IT'S TOO CONFUSING AND DIFFICULT

FALSE ASSUMPTIONS

Although waxed material and cardboard soiled by food can't be recycled:



77%

believe pizza boxes are recyclable.

&



73%

believe juice boxes are recyclable.

WHEN UNSURE ABOUT WHETHER AN ITEM CAN BE RECYCLED...

6%



EGG CARTONS

5%



PHONE BOOKS



50%

say they throw the item away.



26%

say they look it up before throwing it in the trash or

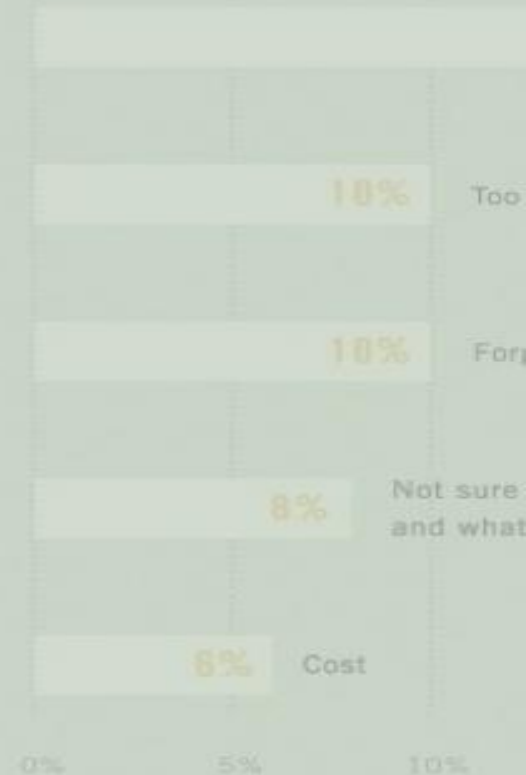


18%

say they put it in the recycling bin anyway.

Source: Ipsos Public Affairs / Graphic: Good.is

Percent of respondents



A COLLABORATION



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HELP CONSUMERS KNOW WHAT TO DO



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SO IT GETS WHERE YOU INTENDED



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HUMAN BEHAVIOR

For a **behavior** to occur,
there needs to be a
*combination of **motivation**,
ability, and a **trigger**.*

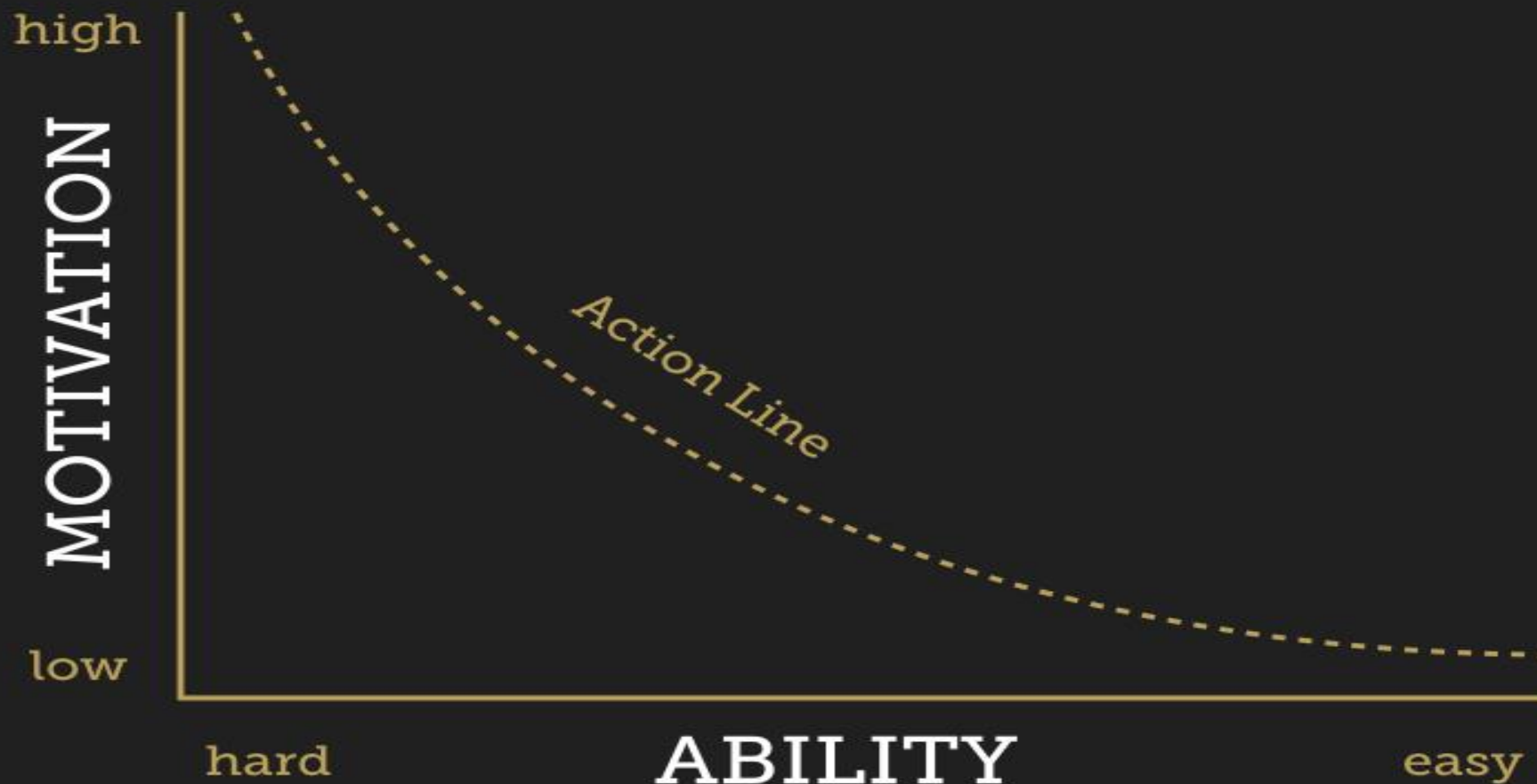
Fogg Behavioral Model © BJ Fogg



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FOGG BEHAVIORAL MODEL



Fogg Behavioral Model © BJ Fogg



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FOGG BEHAVIORAL MODEL



Fogg Behavioral Model © BJ Fogg



MAKE IT CLEAR AND EASY



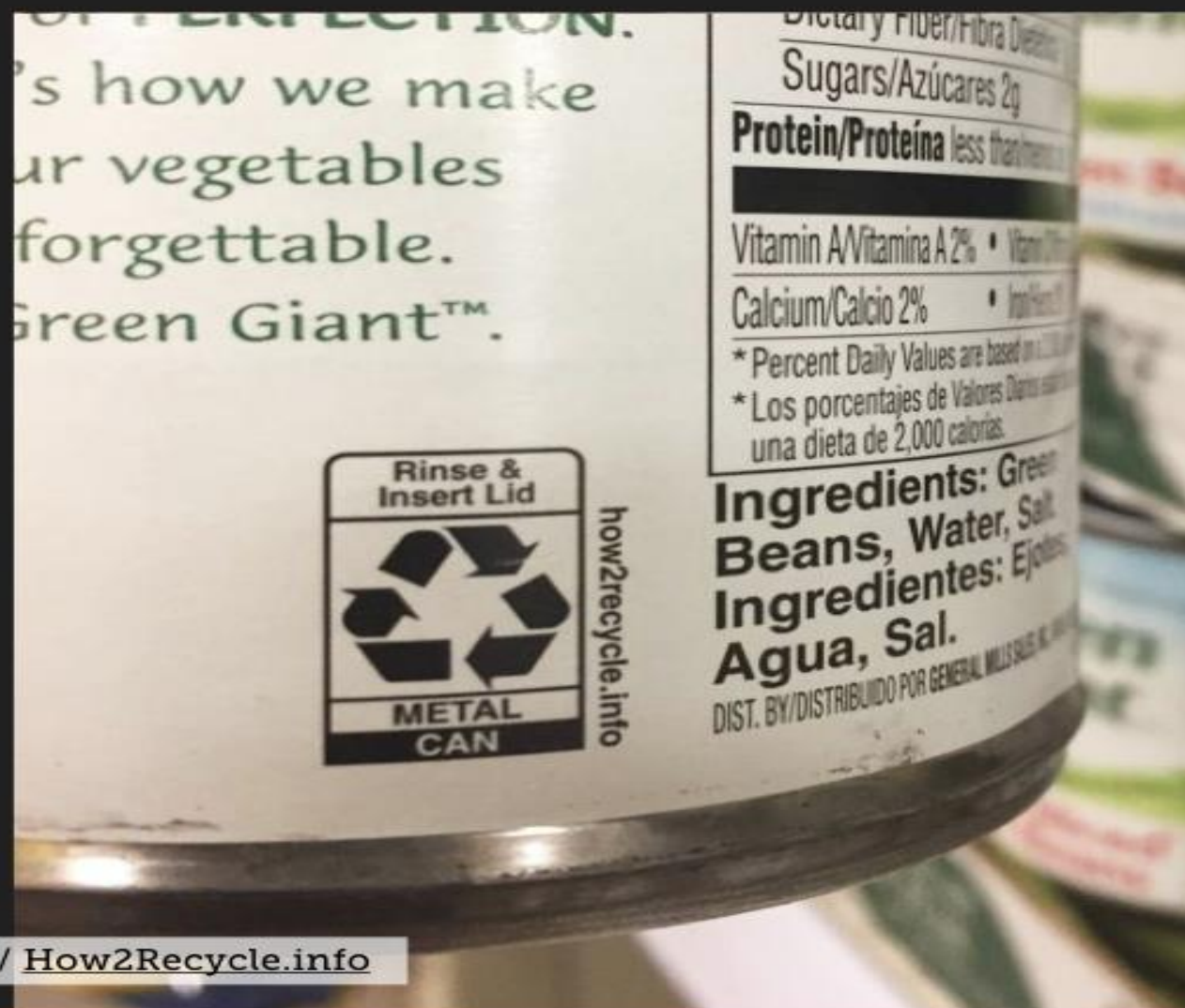
CLEAR LABELING AND EASY ACTION



*Not in backyard; Composting programs for this cup may not exist in your area.

how2compost.info

How3Compost.info / How2Recycle.info



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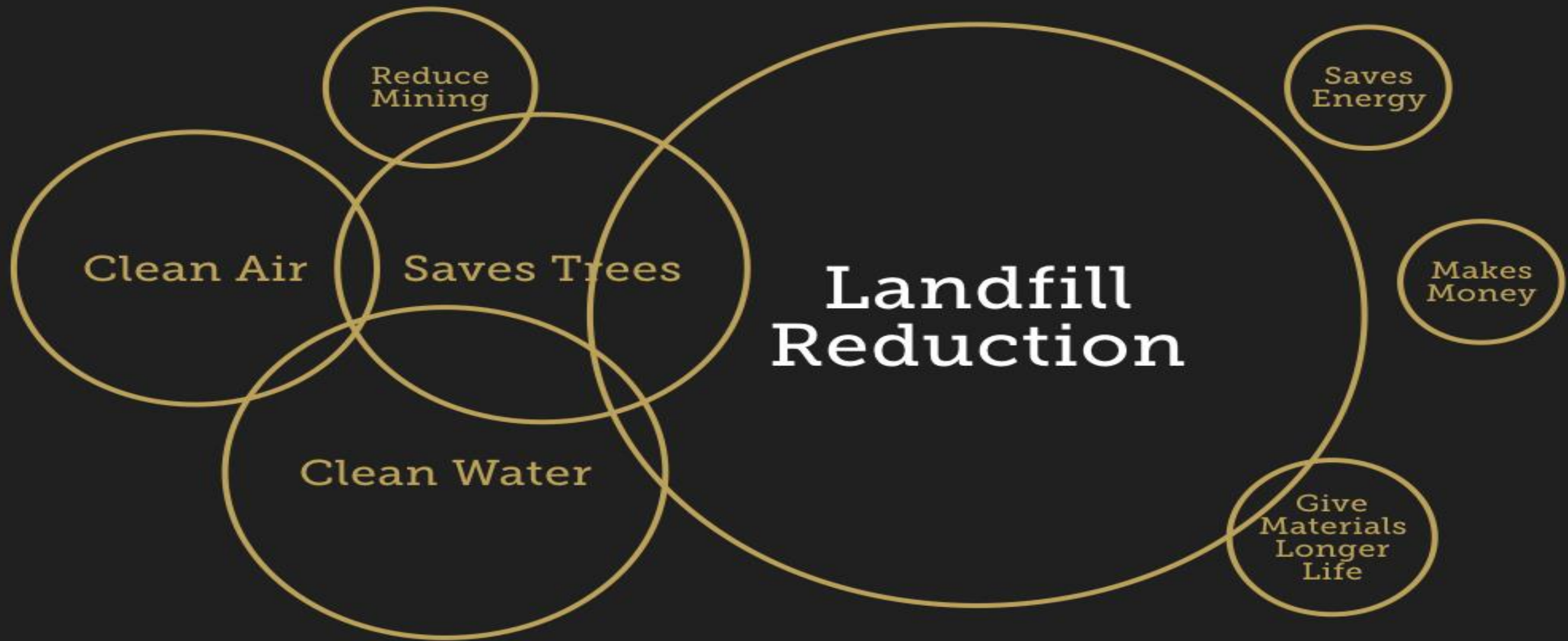
TRY TO AVOID COMPLEX ACTIONS



MAKE IT CLEAR AND EASY



THEN APPEAL TO ***THEIR*** MOTIVATIONS



CONSUMER RESEARCH

PEOPLE UNDERSTAND THE BENEFITS

What are the advantages of recycling?

Percent of respondents



REASONS THEY DON'T RECYCLE

Percent of respondents

FALSE ASSUMPTIONS

Although waxed material and cardboard soiled by food can't be recycled:

Source: Ipsos Public Affairs / Graphic: Good.is

25% Recycling plan



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HELP THEM ENVISION THE OUTCOME

*"I want
to be
a bench.
Recycle me."*



IWantToBeRecycled.org



KEEP AMERICA
BEAUTIFUL



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REMINDE THEM WHY THEY CARE



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FULL GRAPHIC FROM GOOD MAGAZINE

THE RECYCLE CHRONICLES

LACK OF KNOWLEDGE HINDERS RECYCLING EFFORTS

JUST HALF OF AMERICANS RECYCLE DAILY, AND 13 PERCENT DON'T RECYCLE AT ALL. MOST PEOPLE RECOGNIZE THE BENEFITS OF RECYCLING, BUT THEY'RE OFTEN NOT SURE WHICH ITEMS CAN BE RECYCLED AND FIND THE PROCESS INCONVENIENT AND TIME-CONSUMING.

WHO RECYCLES MOST?

Percent of respondents who recycle on a daily basis



PEOPLE UNDERSTAND THE BENEFITS

What are the advantages of recycling?

Percent of respondents



HELPS REDUCE LANDFILLS



SAVES TREES



CONSERVES ENERGY



CREATES JOBS



MAKES MONEY

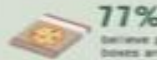
BUT THEY DON'T KNOW WHAT'S RECYCLABLE

Percent of respondents who don't know the item is recyclable



FALSE ASSUMPTIONS

Although waxed material and cardboard soiled by food can't be recycled.



&



WHEN UNSURE ABOUT WHETHER AN ITEM CAN BE RECYCLED



say they throw it away



say they took it up before throwing it in the trash or recycling bin



say they put it in the recycling bin anyway

Good.is

REASONS THEY DON'T RECYCLE

Percent of respondents



SOURCE: IPSOS PUBLIC AFFAIRS

A COLLABORATION BETWEEN GOOD AND COLUMN FIVE

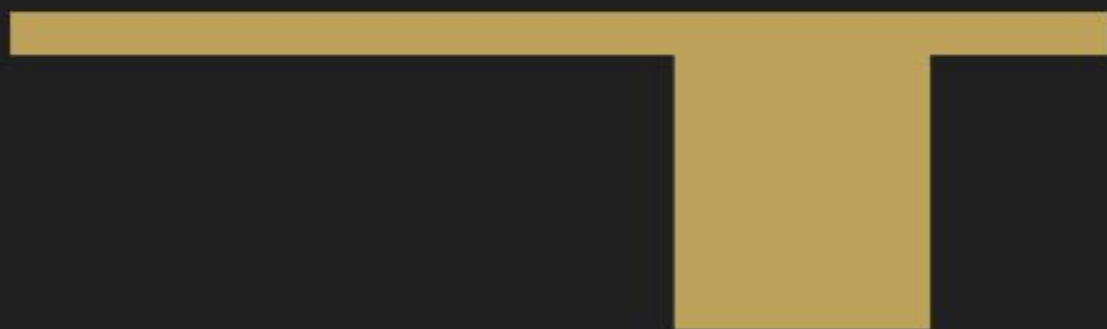


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MAKE IT FUN



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GET CREATIVE

Modern consumers have
short attention spans,
*To get their attention be **brief,***
visual, and entertaining.



RECYCLING PLASTIC INFOGRAPHIC

GOOD

Recycling Plastic Is Surprisingly Complex. Here's What Happens After the Bin. ...



PET/PETE (Polyethylene Terephthalate)

PET is one of the most commonly used plastics in single-use products. Does NOT contain BPAs.

COMMON USES

Single serve soda/water bottles, cooking oil bottles, peanut butter jars, food storage containers



In 2012, total U.S. bottled water consumption increased to 9.67 billion gallons, up from 9.1 billion gallons in 2011.

Good.is



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RECYCLING SORTING GAME

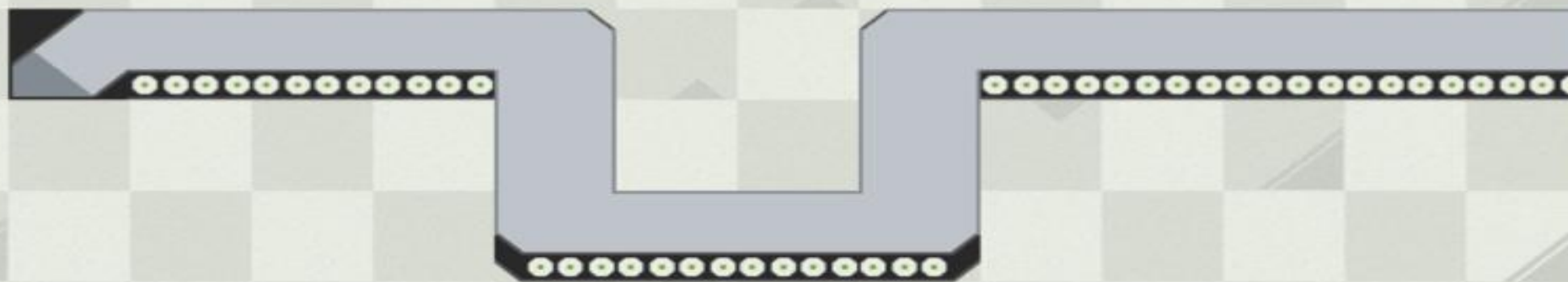
CASH \$360

STATUS

ARRIVING



Tutorial: the Basics



Select a sorter below



DISC

\$200



GRAVITY

\$400

IWantToBeRecycled.org

Skip Tutorial



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HILARIOUS VIDEO ABOUT ORGANIC MILK



savethebros.com



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ANY QUESTIONS?



DESIGN BETTER WORLD

EVOLVED

BRANDING



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NUMi[®]
ORGANIC TEA

Celebrating people, planet and pure tea

Yin & Yang of Sustainable Packaging
September 20th, 2018

Packaging Milestones

- **1999:** First product offerings, avoiding the use of unnecessary shrink wrap
- **2005:** Tea boxes converted to 100% recycled paperboard with 85% minimum PCW content
- **2009:** Tea bag wrappers converted to 72% PCW material, reducing overall weight by 22%
- **2012:** 1st company to certify filter bags as non-GMO, setting new NGP standard to include teabag & tea
- **2013:** Founding member of OSC2 Packaging Collaborative
- **2017:** Numi Supplier Code of Conduct incorporates our packaging expectations for 1st & 2nd tier suppliers
- **2018:** Launching 1st plant based, non-GMO compostable tea bag wrapper



The Last Mile – Teabag Wrapper

- Priorities:
 - Plant Based
 - Non-GMO
 - Compostable



The Last Mile – Teabag Wrapper

- Priorities:
 - Plant Based
 - Non-GMO
 - Compostable
- Challenges:
 - Cost
 - Novel materials
 - Time to market



Numi packaging update: Compostable Wrapper!

For 18 years, Numi has been a committed leader in sustainability. We're excited to introduce the next phase of our journey to **Leaf no Trace** with sustainable packaging.

- Introducing our new **plant-based, non-GMO, commercially compostable tea bag wrapper!***
- Consciously crafted from eucalyptus and designed to reduce waste while preserving the quality of our tea.
- SKUs featuring this innovative new wrapper are made with non-GMO renewable materials and will be **zero-waste**:
 - ✓ New compostable tea bag wrappers*
 - ✓ Biodegradable filter paper tea bags
 - ✓ Recyclable boxes made of 90% post-consumer waste

Products Featuring Compostable Wrappers*:

- Moroccan Mint
- Aged Earl Grey

Timing:

- Flow-through on-shelf: Q1 2019
- No changes to UPCs or SRPs



* Per ASTM D6400. Wrapper will compost in commercial facilities. Appropriate facilities may not exist in your area. Locate composting facilities at www.findacomposter.com. Not suitable for home composting.

Packaging - regulatory call outs

FOR THE PERFECT CUP:
Bring the wisest of waters to a boil and ease over a bag of Aged Earl Grey™. Steep 4-5 minutes. For iced tea, steep 2 tea bags, cool and pour over ice.
Ingredients: Fair Trade Certified™ organic Assam black tea, organic bergamot.

      Providing clean drinking water to our farming communities.

* FOR USE IN COMMERCIAL COMPOST FACILITIES WHERE AVAILABLE. Appropriate facilities may not exist in your area. Locate composting facilities at www.findacomposter.com. NOT SUITABLE FOR HOME COMPOSTING.

Our compostable tea bag wrapper is made from Non-GMO plant-based materials.
Our tea bags are made of natural biodegradable filter-paper.
We do not use see-through bags made of GMO corn or plastic.

NUMITEA.COM | 888.404.6864 93104-F 031518

BLACK TEA | HIGH CAFFEINE

 **This wrapper is compostable!**



NUMi
ORGANIC TEA

AGED EARL GREY™
Assam aged with real bergamot

 **LEAF NO TRACE**
Compostable Tea Bag Wrappers*

*Per ASTM D6400. Not suitable for home composting. See side for more details.

100%
REAL INGREDIENTS



NUMi
ORGANIC TEA

Celebrating people, planet and pure tea

AGED EARL GREY™
Assam aged with real bergamot

PLANET
We are committed to reducing our impact on the planet through thoughtful choices.
All elements of this package can be recycled or composted!

-  Recyclable boxes made of 90% post consumer waste and no shrink wrap
-  Natural, compostable tea bags— not GMO corn or plastic filter bags
-  Compostable Non-GMO plant-based tea bag wrapper*

 **LEAF NO TRACE**
Compostable Tea Bag Wrappers*

Our innovative compostable tea bag wrapper* is made from renewable, plant-based, Non-GMO materials. Crafted from eucalyptus and sugarcane, it is designed to reduce waste while preserving taste.

Join us in the movement to *Leaf No Trace* and learn more at numitea.com.

* Wrapper will compost in commercial facilities. Appropriate facilities may not exist in your area. Locate composting facilities at www.findacomposter.com. Not suitable for home composting.

 **18 NON-GMO TEA BAGS**
NET WT. 1.27 OZ (36G)

Packaging - regulatory call outs



Campaign Objective



Inform, engage and ignite trade, customers, and consumers with an impactful, compelling campaign that drives loyalty and purchase

- Press Release
- Partnership with Alter Eco for Expo launch
- Consumer Campaign to drive compostable awareness
- Website education & landing page



Marketing Activation: Leaf No Trace

<p>LITTLE WRAPPER. BIG IMPACT.</p> <p>Sustainably Sourced Eucalyptus Ethically Sourced Sugarcane Resin Zero Waste!</p> <p>We are a small company taking important steps to Leaf No Trace. Join the movement at #LEAFNOTRACE</p>	<p> LEAF NO TRACE</p> <p>Compostable Tea Bag Wrappers*</p> <p>Consciously crafted from Non-GMO plants, this wrapper reduces waste while preserving taste.</p>	<p> UNWRAP THE PLANET</p> <p>On average, Americans throw away their own body weight in trash every _____.</p> <p>A Month B Year C Week</p> <p><i>Unwrap label for answer.</i></p>
<p>UNWRAP THE PLANET</p> <p>ANSWER: A</p> <p>SAVE \$1.00 ON ANY BOX OF NUMI ORGANIC TEA</p> <p><small>CONSUMER: Must be presented at time of purchase. Retailer: Numi Tea will reimburse you the face value of this coupon plus 10 cents handling for coupons redeemed in accordance with this offer. Invoices proving purchase of sufficient stock to support coupon submissions must be provided upon request. Consumers are limited to one coupon per purchase and are responsible for all taxes. Cash value is .0001 cents. Send all coupons to: NUMI/MPS, P.O. Box 407 MPS Dept. No. 877 Cincinnati, OH 45207</small></p>  <p>0680692-010153 99416-B</p>	<p>ONE STEP CLOSER²</p> <p> OSC Organic Sustainable Community</p> <p>Numi is a proud founding member of OSC2, a coalition of forward-thinking brands working together to change the face of packaging.</p> <p><i>Product not labeled for sale.</i></p> <p>*Will compost safely in a municipal or commercial facility. Not suitable for backyard composting.</p>	<p></p> <p>Our new innovation would not have been possible without the work of our partners at ELK Packaging. For more information:</p> <p>WWW.ELKPACKAGING.COM INFO@ELKPACKAGING.COM</p>

Marketing Activation: Leaf No Trace



A TOAST TO COMPOST!



Join us for cocktails and conversation
as we celebrate compostable packaging
innovation and collaboration.

Friday, March 9th, 4-6pm
Booth 1957 | Expo West
Anaheim Convention Center



- Joint happy hour with Alter Eco
- Featured Ahmed, Alter Eco founders, and OSC2 – talk about compost and packaging



Marketing Activation: Leaf No Trace



- Joint signage on banners and garbage cans with info & booth call out

Marketing Activation: Leaf No Trace, Booth Takeover



Takeaways

- Timelines: be realistic; expect delays
- Talking points: align internally – Operations, Sales, Marketing should be using the same terminology
- ASTM D6400: required for claims
- Certification: recommended for customer acceptance, AND for municipal compost facilities





Commit. Act. Impact.



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@theclimatecollaborative

www.climatecollaborative.com

a project of

