

LUSH

SUSTAINABLE PACKAGING: CHALLENGES AND OPPORTUNITIES

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PACKAGED SUMMIT 2018

WHERE WE ARE

+ ENVIRONMENTAL IMPACTS

+ CURRENT MEDIA HEADLINES

+ RECYCLING ISSUES

+ LEGISLATION

+ BRAND COMMITMENTS

Trash-mapping expedition sheds light on 'Great Pacific Garbage Patch'

- Volunteers investigate collection of waste some say is twice the size of Texas
- Most trash seen in larger chunks, prompting call for urgent cleanup



As a report reveals beaches are getting worse and two supermarket chains back our bottle deposit campaign ...

LET'S TURN THE TIDE ON PLASTIC



Eyesore: Heaps of plastic bottles scar Pembrey Sands in Wales
PAGES 6-7

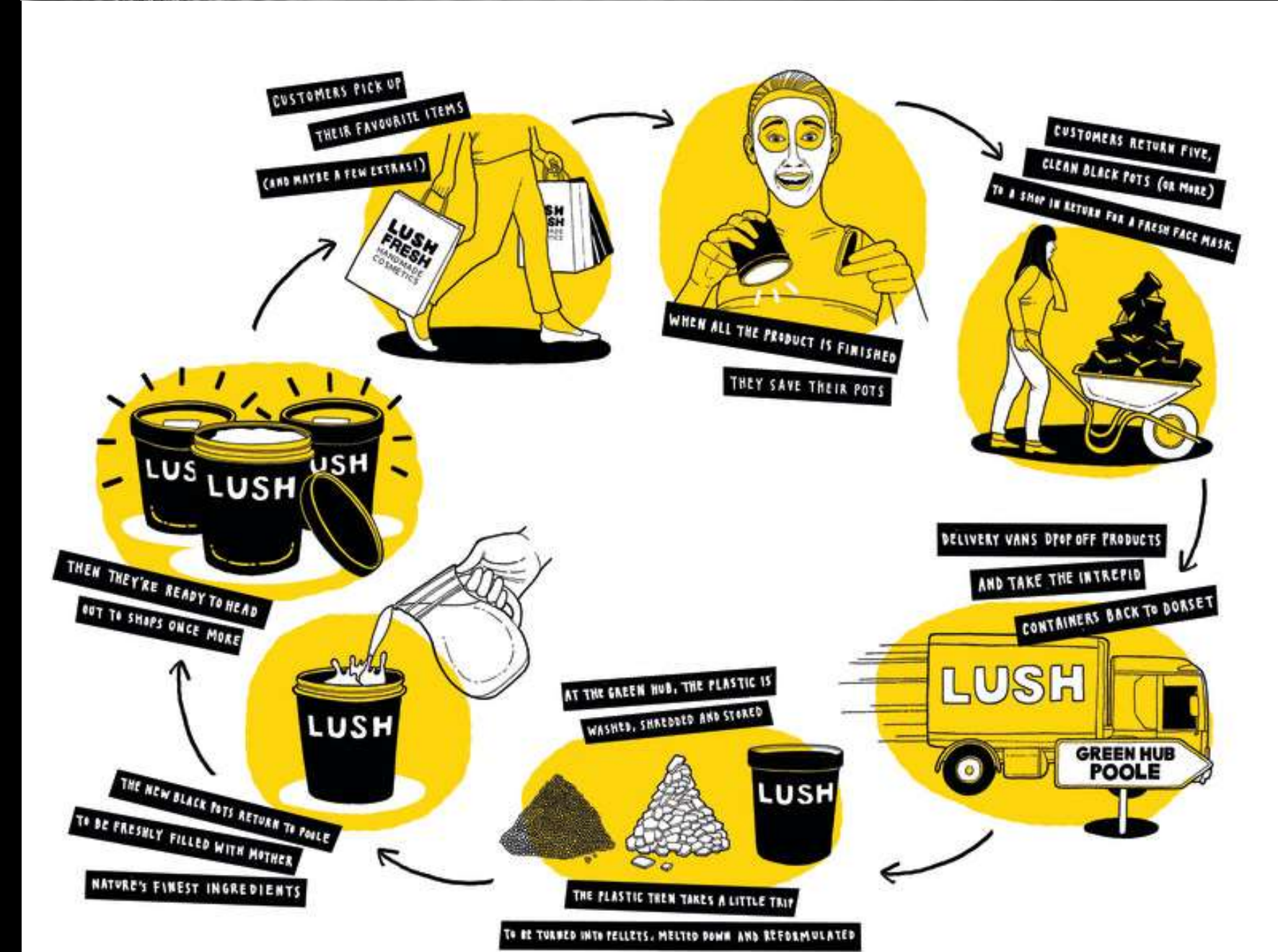
Daily Mail CAMPAIGN

BACKGROUND AND VISION

- + NAKED PRODUCTS
- + PLASTIC FREE PACKAGING
- + 100% PCR MATERIAL
- + MONO PLASTICS
- + CLOSED LOOP RECYCLING



When it comes to packaging, less is more



BEYOND GREENWASHING

&

IMPROVING PACKAGING

LIFE-CYCLE

TWO TYPES OF GREENWASHING:

+ ONE CAN BE REDUCED

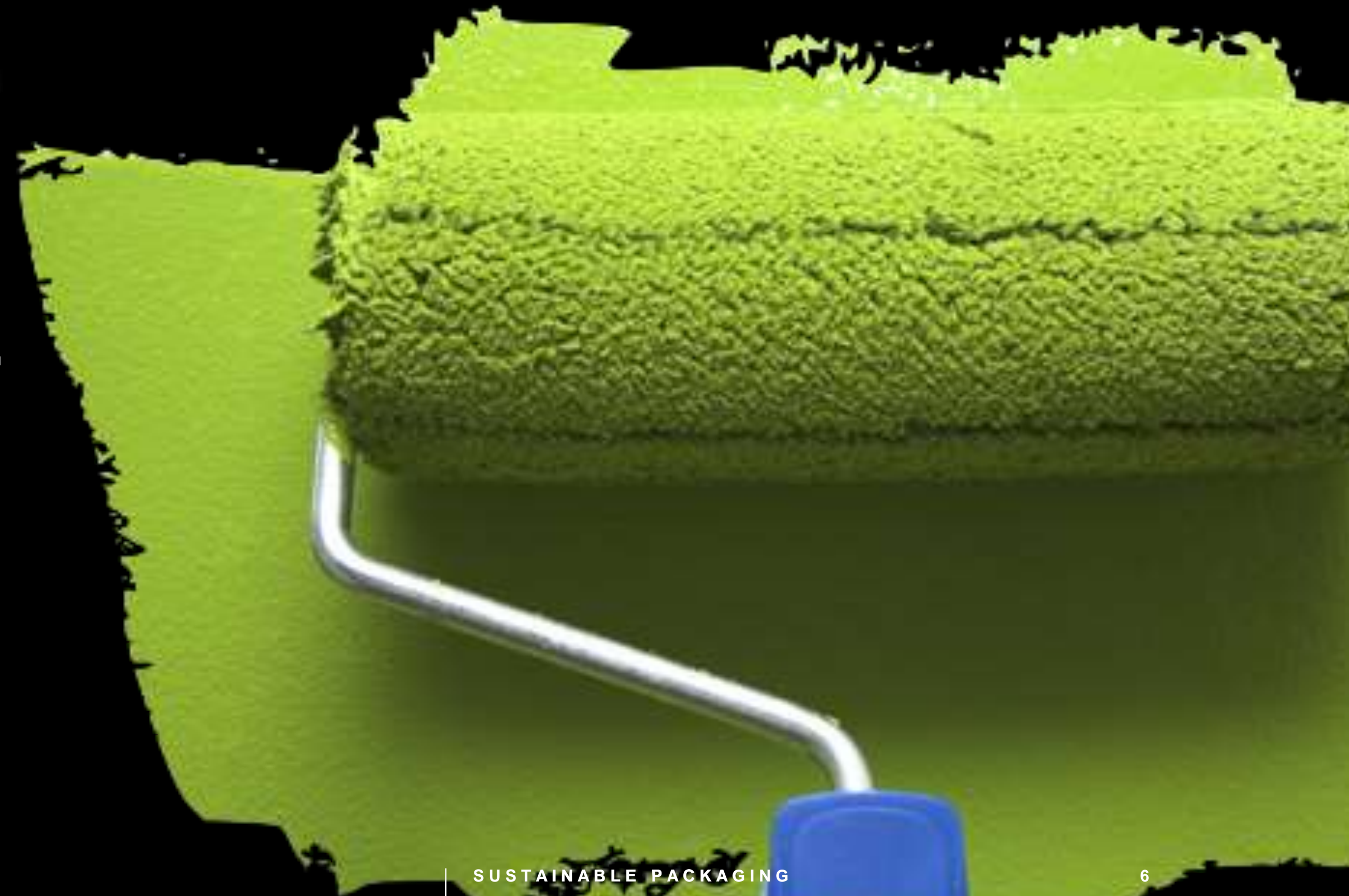
+ LACK OF KNOWLEDGE

+ WRONG INFO

+ ONE NEEDS TO BE FOUGHT

+ INTENTIONAL

+ LIES

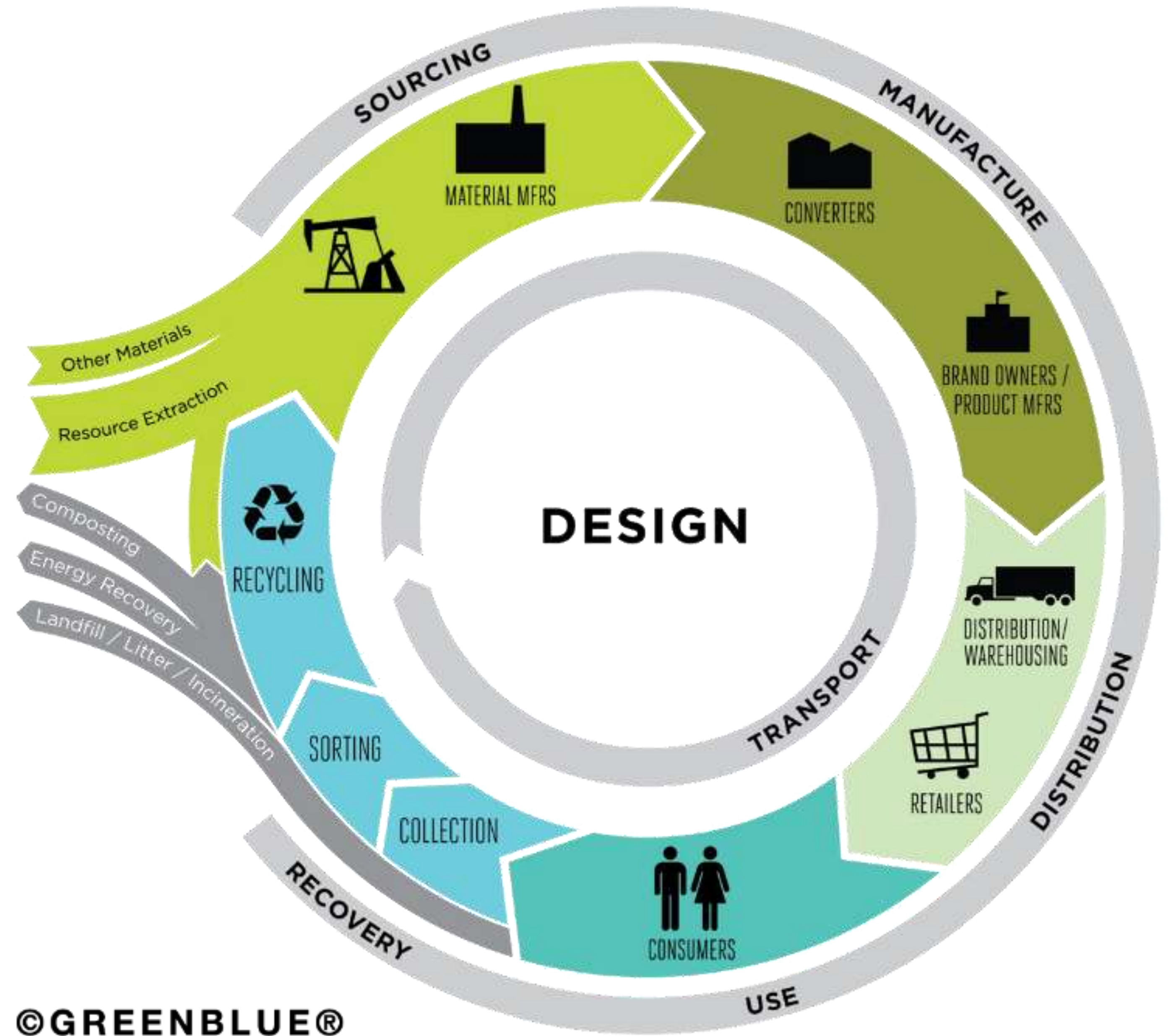


CURRENT SITUATION

GET AN OVERVIEW OF THE LIFE CYCLE



EACH STEP NEEDS TO BE CONSIDERED EQUALLY



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EXAMPLE

BIO-BASE MATERIAL

EXAMPLE

USUALLY INCLUDE:

- PESTICIDES
- FERTILISERS
- GMO
- PETROL

Food Base

Other Materials

Resource Extraction

Composting

Energy Recovery

Landfill / Litter / Incineration

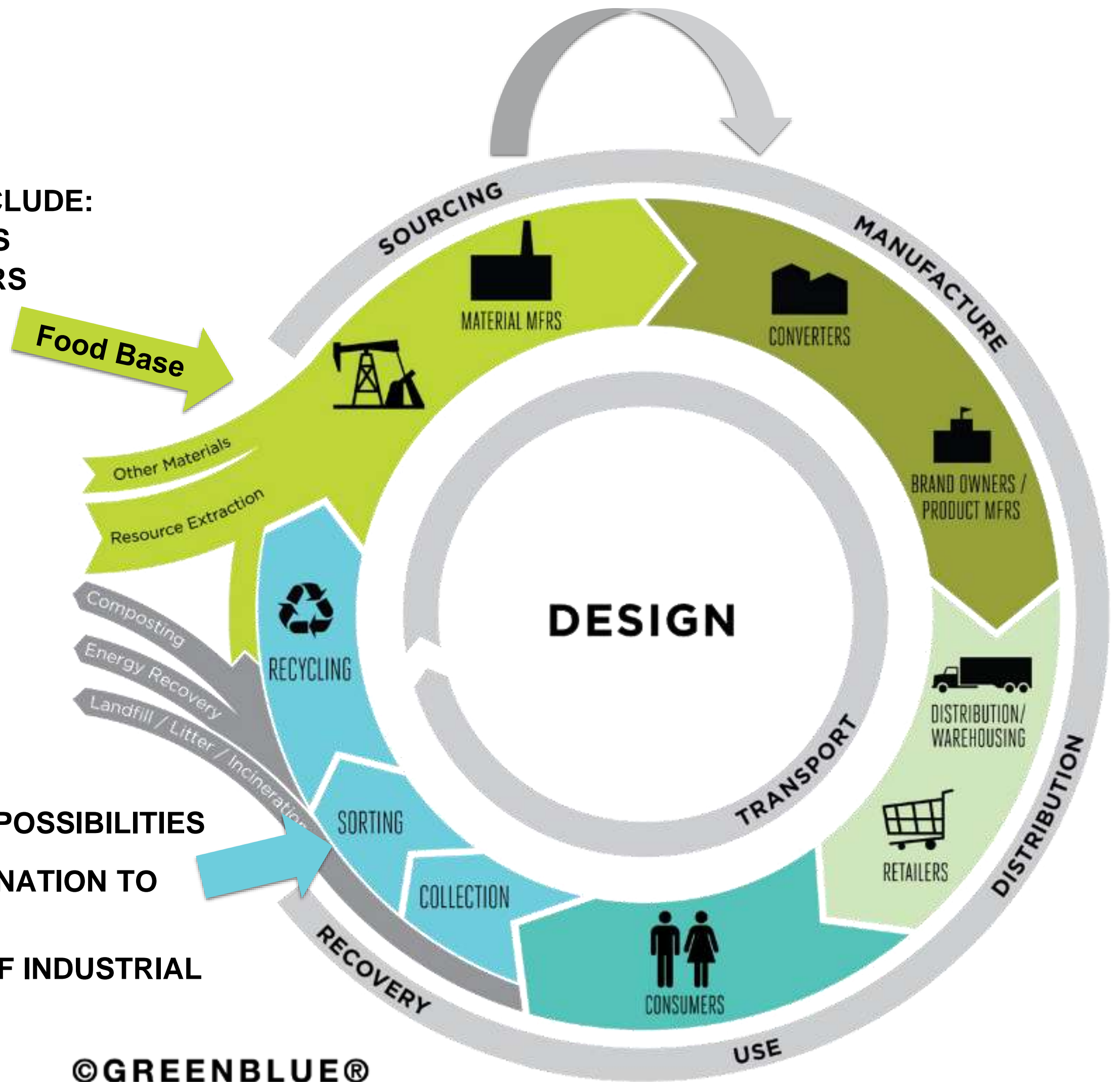
+ LIMITED RECYCLING POSSIBILITIES

+ GENERATE CONTAMINATION TO THE OTHER PLASTICS

+ LOW AVAILABILITY OF INDUSTRIAL DIGESTERS

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NEEDS INTERCONTINENTAL SHIPMENT



EVALUATING BLOCKERS:

+ COST

+ PERFORMANCE

+ AVAILABILITY

COST

- + REDUCING TRANSPORT
 - + SOURCING LOCALLY
 - + WORKING WITH HUBS
- + MARKETING AND TAX BENEFITS
 - + QUANTIFYING MARKETING IMPACT
 - + REDUCING THE ECO-TAX RATE
- + SIMPLIFYING THE PACKAGING ITSELF
 - + REDUCING COMPONENT NUMBERS
 - + CHECKING IF NOT OVER-SPECIFIED



PERFORMANCE

+ THE PERFORMANCE REQUIRED

+ PROTECTION

+ MACHINABILITY

+ LOGISTICS

+ MERCHANDISING

+ WELL-BALANCED PACKAGING

+ PRODUCT ENVIRONMENTAL IMPACT

+ PRODUCT INTERACTIONS TO BE DEFINED



AVAILABILITY

+ TEAM WITH MANUFACTURERS

+ MATERIAL

+ PACKAGING

+ MONITOR THE WASTE STREAM

+ PACKAGING

+ ORGANIC

+ SUPPORT THE RESEARCH

+ UNIVERSITIES

+ LABORATORIES



EMERGING ALTERNATIVES

- + BRINGING BACK FORGOTTEN MATERIALS
- + RE-USING DISPOSED MATERIAL
- + RE-THINKING THE CONCEPT OF PACKAGING
- + IMPROVING THE SUPPLY CHAIN
- + INCLUDING THE LCA



EXAMPLE: BATH OIL BOXES

- + CREATING A PICK & MIX EXPERIENCE
- + RESILIENT TO THE PRODUCT
- + PROVIDING GOOD PROTECTION
- + MATCHING OUR CORE VALUES



BACKGROUND AND VISION

- + FIRST PACKAGING PRODUCED FROM 100% PCR COFFEE CUPS
- + ZERO WASTE TO LANDFILL MANUFACTURING PROCESS
- + ALL WATER USED IN MANUFACTURE IS CLEANED AND RETURNED
- + 100% COMPOSTABLE AND RECYCLABLE





Coffee cups and trimmings from their production are hard to recycle being a mix of plastic and fibre.

LUSH

Q&A

THANK YOU

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