



## **American Packaging Corporation - Sustainability Initiatives & Activities**

American Packaging Corporation has focused on sustainability initiatives for over a decade. We have recognized the need to have a focused and integrated approach to providing superior sustainable packaging solutions to our customers, their customers and the industry as a whole.

We have a dedicated Sustainability Team consisting of representatives from Corporate and each Division facility Technical Group. We have the resources allocated and technical expertise to explore, understand and recommend the best technologies and alternatives for “green” and sustainable packaging materials. We continue to learn the capabilities of bio-based materials, incorporating them into packaging structure design as appropriate.

Our sustainability accomplishments include areas of raw materials (light-weighting or basis weight reduction, foil replacement, PCR papers, biodegradable/compostable substrates, printing inks, adhesives, and an extensive identification and disposition program), recycling, education, equipment upgrades, energy conservation and efficiency gains, partnering with suppliers and organizations that are also focused on improving the environment for future generations.



# FOCUSED

on the **FUTURE**

American Packaging Corporation

## Sustainable Packaging

1



### WHAT IS SUSTAINABILITY TO APC

- × It's how we choose to conduct business.
- × It's being accountable and responsible for the long-term.
- × It's remaining focused on improving the environment for future generations.
  - + By funding educational support
  - + By continuing internal research
  - + By partnering with Suppliers
  - + By packaging design





## APC SUSTAINABILITY MISSION

- × **To view** environmental responsibility as an integral part of principled corporate citizenship and an essential element in the products we manufacture and procure, the processes we employ and the research and development activities that we perform.
- × **To enrich** our sustainability competence in the areas of reducing, renewing, reusing and recycling materials and all related by-products.
- × **To communicate** proactively cost-effective solutions, technological advances, improved product performance and environmentally responsible developments to our valued customers.
- × **To identify** ways to effectively integrate economic progress, social development and environmental concerns to ensure an improved quality of life for future generations.



3



## APC'S SUSTAINABILITY EFFORTS



### × Internal Efforts

- + Plant Improvements and Equipment Upgrades
- + Raw Material Improvements
- + Shipping, Logistics, Recycling, Efficiency
- + Corporate-Wide Sustainability Team

### × External Efforts

- + Wal-Mart Scorecard Module
- + Customer Collaborative
  - × Packaging Modification, Weight Reduction
  - × Improved Efficiency, Higher Outputs
- + Participate in Sustainable Packaging Forums, Consortiums, and Conferences
- + SPC Member (Sustainable Packaging Coalition)

4



## INTERNAL SUSTAINABILITY ACCOMPLISHMENTS

### × Equipment Upgrades

- + Control devices added to reduce solvent primers
- + Presses designed for 100% capture (eliminating all VOC emissions)
- + State-of-the-art Oxidizers for improved efficiencies
- + Invested in internal plate-making
- + Lamination equipment converted to solventless



## INTERNAL SUSTAINABILITY ACCOMPLISHMENTS

### × Raw Materials

#### + Paper, Film, Foil

- × Source reduction
- × Cost reduction
- × Energy reduction
- × Increase # imp per roll
- × Increase palletization
- × Increase product to package ratio
- × Reducing transportation costs

#### + Inks, Coatings, Adhesives

- × Solventless and Waterbased





## INTERNAL SUSTAINABILITY ACCOMPLISHMENTS

### × **Transportation**

- + Local warehousing
  - × Larger orders shipped and held

### × **Recycling**

- + Office, Plant & Maintenance Waste
- + Manufacturing Set up & Trim Waste
- + Peripheral Equipment, Batteries & Lights
- + Obsolete Raw Materials, Pallets & Endboards



## WHY PARTNER WITH APC FOR SUSTAINABILITY?

- × **APC** has focused on sustainability initiatives for over a decade
- × **APC** is an active member of SPC and FPA
- × **APC** has a dedicated Sustainability Team (Corporate, Management, and Technical)
- × **APC** has the resources and technical expertise to explore many alternatives
- × **APC** demonstrates good citizenship through its community involvement and social responsibility
- × **APC** has partnered with several raw material suppliers focused on sustainability
- × **APC** comprehends the Wal-Mart initiative and scorecard and will assist its customers in achieving improved scores

**APC** is committed to a sustainable future through a significant investment to Rochester Institute of Technology for the creation of the American Packaging Corporation Center for Packaging Innovation at RIT



# FOCUSED ON THE FUTURE



## **APC is investing for the future.**

**RIT's new Packaging Innovation Center is being built to meet the needs of packaging for the future. (LEED) Green Building certification standards.**



**APC is committed to improving the environment for future generations.  
Our Actions Speak Louder Than Words!**