

# Wal-Mart



## Corporate Goals

- To be supplied by 100% renewable energy
- To create zero waste (in store and by consumer)
- To sell products that sustain resources and the environment

## Packaging Goals

- 5% Reduction by 2013
- Ultimately Zero Waste

# Wal-Mart Sustainability

## 14 Open Source Networking



**Wal-Mart still considers packaging as waste vs. being part of a holistic product solution.**

# Wal-Mart's Sustainable Attributes



## 7R's of Packaging

- **Remove**
- **Reduce**
- **Reuse**
- **Recycle**
- **Renew**
- **Revenue**
- **Read**

# Scorecard Metrics



- 15% GHG/CO2 per ton production (Industry Average Data)
- 15% Material Value (Health and Safety, PCC Industry Average) (Every material non rated 2)
- 15% Product/Package Ratio (System Collaboration based on your inputs.) (Weight of selling unit materials/net weight of product & # of times used)
- 15% Cube Utilization (Shelf Pack-Out)
- 10% Transport Distance (From Converter to Filler)
- 10% Recycled Content
- 10% Recovery Value
- 5% Renewable Energy (Suppliers – recently classified)
- 5% Innovation (Suppliers – recently classified)

# Wal-Mart's Sustainable Packaging Network



## Phase I (February 2008)

- **Cradle-to-Gate (Substrate)**

## Phase II (2010)

- **Converting**
- **Inks**
- **Coatings**
- **Adhesives**

## Base Material Data Collection

	Round 1: LCI data collection	Virgin	Recycled*	Round 2: LCI data collection	Virgin	Recycled*
<b>Biopolymers</b>	Polylactic Acid Pellet (PLA)	Yes	Rnd 2	Polylactic Acid Pellet (PLA)	Rnd 1	Yes
				PHA	Yes	NA
				Starch-Based Packaging**	Yes	NA
				Cellophane/Cellulose**	Yes	NA
<b>Fiber/Paper</b>	Solid Bleached Substrate (SBS) Board	Yes	NA	Molded Pulp: Biobased Materials**	Yes	NA
	Solid Unbleached Substrate (SUS) Board	Yes	NA			
	Recycled Folding Boxboard	NA	Yes			
	Containerboard/Corrugated	Yes	Yes			
	Molded Pulp: Recycled Paper	NA	Yes			
Freesheet	Yes	NA				
<b>Glass</b>	Container Glass	Yes	Yes			
<b>Metals</b>	Aluminum Ingot	Yes	Yes			
	Steel Ingot	Yes	Yes			
<b>Mineral</b>	None			Limestone	Yes	NA
<b>Plastics</b>	High-Density Polyethylene Pellet (HDPE)	Yes	Yes	Ethylene Vinyl Acetate (EVA)	Yes	NA
	Low-Density Polyethylene Pellet (LDPE)	Yes	Yes	Ethylene Vinyl Alcohol (EVOH)	Yes	NA
	Linear Low-Density Polyethylene Pellet (LLDPE)	Yes	Yes	Nylon	Yes	NA
	Polyethylene Terephthalate Pellet (PET)	Yes	Yes	Polycarbonate	Yes	Yes
	Polypropylene Pellet (PP)	Yes	Yes	Polyvinylidene Chloride (PVDC)	Yes	NA
	Polystyrene Pellet (PS)	Yes	NA	Polyvinyl Acetate (PVA)	Yes	NA
	Polyvinyl Chloride Pellet (PVC)	Yes	NA			

\* We would like LCI data for the highest percent of recycled content available.

\*\*Data collection for these packaging types will include research on different feedstocks for these materials (e.g., potato starch, rice starch, etc.)

Note: This list only reflects the base form of the materials and does not go into conversion. Converted forms will be part of a separate list and data collection effort.