## Flexible Packaging

**Uses Less Energy**
**Generates Less CO₂ Emissions**
**Contributes Less to Landfill**

### Examples of beverage packaging

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Beverage Weight</th>
<th>Package Weight</th>
<th>Product to Package Ratio</th>
<th>*MSW Landfill per 100 g Product</th>
<th>Energy Consumed MJ/8 oz</th>
<th>Emissions kg CO₂ e/8 oz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glass Bottle &amp; Metal Cap</td>
<td>8 oz (236 g)</td>
<td>198.4 g</td>
<td>1:1</td>
<td>54.5 g</td>
<td>3.36</td>
<td>0.29</td>
</tr>
<tr>
<td>Plastic PET Bottle &amp; Cap</td>
<td>8 oz (236 g)</td>
<td>22.7 g</td>
<td>10:1</td>
<td>6.0 g</td>
<td>3.0</td>
<td>0.18</td>
</tr>
<tr>
<td>Aluminum Can</td>
<td>8 oz (236 g)</td>
<td>11.3 g</td>
<td>21:1</td>
<td>2.4 g</td>
<td>0.99</td>
<td>0.08</td>
</tr>
<tr>
<td>Flexible Standup Pouch</td>
<td>6.75 oz (199 g)</td>
<td>5.7 g</td>
<td>35:1</td>
<td>2.8 g</td>
<td>0.45</td>
<td>0.02</td>
</tr>
</tbody>
</table>

* recycling rates factored
Flexible Packaging Creates Less Footprint

Energy consumption and environmental impact during transportation is greatly reduced.

Truckloads needed to transport packaging for equal amounts of product

- 26 truckloads of unfilled glass jars
- 1 truckload of unfilled flexible pouches

Examples of packaging needed to package 60 pounds of beverage

- 50 pounds of glass
- 6 pounds of Rigid PET
- 3 pounds of aluminum
- 1.5 pounds of flexible plastic