



MEIRA // IT'S OUR RESPONSABILITY TO HELP OUR CUSTOMERS MAKE BETTER CHOICES



ABOUT MEIRA

Leading Finnish coffee producer and part of Massimo Zanetti Beverage Group, Meira Oy is specialised in coffee and seasoning products. The company launched its first Fairtrade, organic coffee in 1999, and was one of the first on the market to offer it in 500-gram packages. Today, in their Helsinki-based roastery, Meira recycles coffee waste and has achieved CO2 emission reductions of ca 77 tonnes per year.

For more information: meira.fi



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45% carbon footprint reduction using bio-based, metal-free packaging



Bio PE certified by Bonsucro for fair and sustainable sugar cane production



Optimized packaging size and minimized waste material



Easy packaging change, with no need to invest in additional machinery

A MORE SUSTAINABLE COFFEE OPTION

Meira's sustainability programme is the cornerstone of its operations. The company is continuously demonstrating efforts to reduce the environmental impact of sourcing, roasting and packaging coffee. Meira's latest coffee range, Vallilan Paahtimo, was created to offer consumers a more sustainable alternative, from bean to cup, with no compromise on quality. As part of creating this line, Meira set up a non-profit project in Honduras to support the development of a pre-school and elementary school.

THE EASY SWITCH TO BIO-BASED, ALUMINUM FREE PACKAGING

With the goal to reduce its climate impact, the coffee roaster made the switch to a metal-free packaging material with immediate environmental benefits. The successful implementation of bio-based PE complemented the new product launch and allowed Meira to experiment with using different materials on their production lines. By working closely with the Amcor team, Meira was able to optimize the package size and minimize any waste material.

"This partnership brought huge value to our company, people and consumers – who all feel the positive benefits of making more sustainable choices"





ABOUT AMCOR'S BIO-BASED PE

Unlike traditional plastic, produced from fossil fuels, bio-based PE is produced from renewable resources such as plants - typically, sugar cane. To ensure the source materials are responsibly grown, Amcor collaborates closely with suppliers and insists on responsible sourcing certifications such as Bonsucro and the International Sustainability and Carbon Certification.

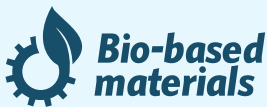


For more information: www.bonsucro.com

ABOUT AMCOR'S AMLITE SOLUTION

Amcor's AmLite product range, was first created in 2015 to provide metal-free high barrier packaging that significantly reduced the packaging's carbon footprint. The new generation of AmLite addresses the key challenge facing coffee brands: to increase sustainability performance while preserving the aroma and therefore sensory experience that is essential to consumer satisfaction.

Read more [here](#)



BY 2030, MEIRA'S PACKAGING TO CONTAIN ONLY RECYCLABLE, RECYCLED OR RENEWABLE MATERIALS

As consumers increasingly see the value in making more sustainable choices, Meira is ready for the next step on its journey towards more sustainable packaging: In addition to having all its coffee verified sustainably by 2022, the company aims at having 100% of its packaging recyclable, recycled or made of renewable materials by 2030.



45% CARBON FOOTPRINT REDUCTION

Meira chose Amcor as their packaging partner due to shared operating values, aligned sustainability goals and high-quality packaging innovations. Amcor's [AmLite solution for coffee](#), made with bio-based PE allowed Meira to reduce their pack's carbon footprint by 45%*, without having to invest in any new machinery. By conducting an ASSET lifecycle analysis (using methodology certified by the Carbon Trust), the Amcor team provided Meira with all the facts to understand the carbon footprint of their packaging and identify opportunities for environmental performance improvement.

"It's our responsibility to help our customers make better choices. We are proud to offer them a high-quality product, that is better for the environment. We are now looking to work with even more renewable resources and meet our 2030 goal."

* Comparison based on PETP12/ALU7/PE90 to Coex.OPP20/PETP-Y12/PE60BIO - Cradle to grave comparison.



ADDITIONAL CONTENT



Scan to watch the video [Bio-based materials // Amcor's seven sustainability options explained](#)

CONTACT

For more information, please contact: flexibles@amcor.com

Our team will find the best options to suit your needs.

