

# **Pukka's Packaging Policy – to guide our decisions for the next 1-2 years**

## **Priorities**

1. Our packaging should help us to deliver herbal efficacy at its best to our customers.
2. Our product must have the lowest environmental impact appropriate to its defined lifecycle and market that the product enters.  
\*3-5 key metrics will be used to measure both impact and progress and will be defined as part of the strategy tasks.
3. We will use materials that have an easy, accessible recycling option for our customers.

## **A responsible material is:**

### **1. ONE WITH A MINIMAL TRANSPORT FOOTPRINT**

- sourced from as local a region as possible

### **2. ONE THAT CONTAINS**

- the agreed minimum level of recycled content from a fossil-based material

**OR**

- the agreed minimum level of a bio-based material that is replenished

For the following materials we use, our requirements are as follows:

## **Plastic position**

Micro plastics have found their way into our oceans, soils, the air that we breath and the food that we eat with as yet little known consequences on our health and our environment. Pukka only uses plastic with great consideration of the environmental impact of any viable alternatives. We regularly review the latest scientific evidence surrounding the impacts of plastic packaging in human health as a priority.

We believe that while the types of materials we use is very important, how we collect and recycle them so that they can be used once again, is paramount.

Where possible we avoid using 'single use' plastic because we think that plastic is better suited to scenarios where it can be reused or refilled. The exception is for instances where there is a sound deposit return system in place in key markets.

## **Paper and card**

We aim to ensure all of our Paper and Cellulous materials are not only FSC or PEFC but are also TCF (totally chlorine free), EFC (elemental chlorine free) or PCF (process chlorine free). We aim to use recycled content whenever possible.

## **Bio-based materials**

When sourcing Bio-based materials we ensure these are always GMO Free and when possible Organically sourced (i.e. cotton)

## **Metals**

We only source Conflict Free Metals and ensure we do not use Heavy Metals.

## **Animal by-products**

We will not source materials using Animal Derived By-products.

## **Primary packaging**

Additional for our Primary Packaging we will not use materials, inks, dyes or coatings that contain PVC, Polystyrene or Styrene.

For materials in direct contact with foodstuffs we will also not use phthalates, BPA or BPS and are additionally adding for review BPAF, BPB and BPZ.

## **GLOSSARY**

- **Circular**  
A packaging item or material that has the ability to be recycled; technically recyclable, or recycle ready
- **Plant-based**  
Material that is partially or wholly derived from plants.
- **Single use**  
A product or pack intended to be used just once or for a short period of time before being disposed of.
- **Recycled content**  
Recycled material from the consumer waste stream (post consumer recycle), not post industrial recycle
- **Plastic**  
Materials with large molecular chains of natural or fossil raw materials produced by chemical or non-chemical reactions. This includes plastics manufactured with modified natural polymers, or plastics manufactured from bio-based, fossil or synthetic starting substances, polymer-based rubber items and bio-based and biodegradable plastics derived from biomass and / or are intended to biodegrade over time.
- **Closed loop**  
A packaging item or material that gets collected and recycled, reused or composted in practice. Can also refer to a product delivery system.
- **Bio-based**  
Origin material or feedstock from a biogenic origin; produced or brought about by living organisms. A material that is derived from biomass (plants) and is renewable.
- **Renewable**  
A material or feedstock capable of being renewed via natural growth or recycling in a closed loop
- **Widely recycled**  
A pack or material that is collected and recycled in over 75% of local authorities as per OPRL guidelines
- **Packaging**  
Primary packaging, typically in direct contact with product. Does not include Pukkaware components but does include Pukkaware packaging.
- **Regenerative**  
A material that can be formed or created again via an organic or mechanical process. Ideally leaving a net positive impact and / or restored to a better, higher or more worthy state.
- **TOBS**  
Tear off bits; typically small items of a pack – seals, peel off pieces and tear tabs that are high litter risk and not easy to recycle. Often related to the opening or closing of a pack.