Contents: Environmental ambitions at the heart of our 2020 strategy, THE RECYCLERS’ SCHOOL COMPETITION, Cat Helps Cat, HAND-FRIENDLY CAPS, FSC®-certified packages in the Nordic region, GREEN TEAM, Tetra Pak turns 60, WORLD CLASS MANUFACTURING
Welcome to the 2013 Sustainability Report for Tetra Pak in the Nordic and Baltic region. The report covers the 2012 business year.

We have published a sustainability report every year since 1999. In it we describe our work with the environment, sustainability and social issues, and we report key figures in these areas. The report takes its inspiration from the Global Reporting Initiative’s guidelines for sustainability reporting. The key figures contained in the report relate mainly to the company’s activities in Sweden. Tetra Pak’s Swedish plants produce packaging material, machinery and processing equipment for a global market. This means that the environmental impact is registered for our Swedish factories, regardless of whether these products are sold on the Swedish market or not. About 95% of the packaging material and machinery produced in Sweden is exported.

Tetra Pak’s work on social responsibility globally is carried out by the Tetra Pak Group centrally and is reported in Tetra Pak’s global sustainability report.

Read it online at: Sustainability Update 2012 (http://reports.tetrapak.com/su2012/home)
Our work with sustainability has a clear purpose – to create value and competitiveness, both for our customers and for us.

We strive to be the best possible partner for our customers. Through collaboration, we set out to help them reach their goals – both environmental and business – and to anticipate their future needs.

In our rapidly changing world, where resources are in increasingly short supply and climate change is no longer a threat but a reality, it is crucial that we view our activities, our products and our progress from a sustainability perspective. It is our responsibility, but it is also crucial if we are to remain competitive and the leaders in our industry. That is why environmental considerations, innovation and competitiveness go hand in hand for us.

A new study from Innventia on consumer attitudes to packages shows that sustainability is already a priority for the packaging industry today, and it will become even more important in the future.* The world’s ever-growing middle class is creating a growing demand for packaging, while an ageing population is demanding increased convenience from those packages. The study confirms that renewable materials will only grow in importance, while the packages themselves will increasingly come to be seen as raw material for new products.

All this is in line with how we at Tetra Pak have built up our business idea since the 1950s, and it drives us to continue in this direction. Environment is one of four pillars of Tetra Pak’s strategy for 2020, alongside growth, innovation and performance.

We have three strategic focus areas within environment. Firstly, the climate impact of our entire value chain will be reduced in relative terms, even though we continue to grow. Secondly, we will continue to develop sustainable products, with a clear focus on renewable materials and resource-smart solutions. Thirdly, we will increase recycling rates around the world for our packages. We have ambitious targets and tough challenges ahead of us, and the path to take is not clearly marked out. But forward we will go.

This sustainability report is our way of summarising how we have worked on many fronts over the past year towards our strategic goals, to ensure that we are on the right track towards 2020. ▲

* Packaging 2020, Innventia, report no. 387
A COMMENT FROM OUR ENVIRONMENT DIRECTOR

LOOKING BACK, 2012 was a year of collaboration. Through partnerships, dialogue and cooperation with customers, industry, opinion leaders and other actors in society we have achieved great results.

In Sweden, we had highly successful collaborations during the year with Worldwide Fund for Nature (WWF), Packaging and Newspaper Collection Service (Fürpacknings- och Tidningsinsamlingen) and of course with our customers and suppliers.

Working together we have contributed to a rather excellent 5.3 per cent increase beverage carton recycling rate in Sweden, we have increased knowledge about the Forest Stewardship Council (FSC®) among the general public; we have launched new climate-smart and consumer-friendly packages such as Tetra Brik® Aseptic Edge, to name just a few of our achievements.

Inspired by our successes, we will keep pushing in the same direction in 2013. We have sowed the seeds of similar initiatives in Denmark, Norway, Finland and the Baltic States, and have already started to see the first green shoots of progress. Hopefully these efforts will start to bear fruit during 2013, and we will be able to report on them in next year’s sustainability report.

Working with the right partners, in the right projects, at the right time, we are stronger, more credible and more influential, and we generate more interest – so we all benefit.

I believe that drawing on each other’s strengths is important if we are to achieve a real change, and it makes work in the environmental sphere all the more exciting.

Erik Lindroth
Environment Director
Market Area Nordics
Tetra Pak

OUR 2020 STRATEGY

› GROWTH
› INNOVATION
› ENVIRONMENT
› PERFORMANCE

These are the four priority areas in our 2020 strategy. We believe that our environmental work is crucial for our competitiveness.
Reduce environmental impact across the value chain
Between 2005 and 2010 we exceeded our climate goals by reducing emissions of greenhouse gases by 13%, while we grew by 23%. Our new climate goal for 2020 is to remain at our 2010 emissions level, while our business grows by 5% per year; this means a relative reduction of greenhouse gases of 40%.

But the big difference is that our new climate goal covers the whole value chain, from our suppliers, raw material production, to our own and our customers’ processes, to recycling when consumers have used the packages. So the scope is considerably larger than before. We are now developing systems and methods for taking and recording measurements of this climate data. This requires close cooperation and exchange of information with our suppliers, customers and other actors in the market.

Develop sustainable products
We will continue to increase the use of certified and renewable raw materials, but the supply of both FSC®-certified paperboard and bio-based plastic remains a challenge. When it comes to FSC-certified paperboard, we will continue to be an active partner to the Forest Stewardship Council® and work to ensure that more suppliers sign up, while increasing consumer knowledge around what the certification means.

In 2011 we launched the first screw caps made of bio-based plastic from sugar cane. To be able to fully replace plastic from fossil fuels with renewable plastic – which is our long-term aim – will require technology development which makes it possible to use other raw material than just sugar cane. This is particularly important in our part of the world, where we hope to be able to make plastic from e.g. forest or agricultural waste in the future. As it is today we have to prioritize where in our product portfolio we can offer bio-based plastic today and in the coming years.

Our aim is to by 2020 be able to offer packages that are made completely of renewable materials.

Increase recycling
Our global target of 40% of our cartons being recycled in 2020 will mean a doubling of rates compared with 2010. But because the market is growing, it will in actual fact require that the volume of recycled beverage cartons triples. We need, therefore, to work on a number of fronts.

In the markets where there is little or no recycling today we are supporting the development of collection systems by contributing with our experience, expertise and contacts. We are working in the Nordic countries, as in the rest of the world, to increase recycling capacity – that is, to increase the number of paper mills that can recycle beverage cartons and the number of facilities for recycling the plastic and aluminium content of the packages. We are also working directly towards consumers, to motivate them to recycle more.
Tetra Pak is the world leader in processing and packaging solutions for food and beverages. We collaborate with our customers and suppliers to offer safe, innovative and environmentally sound products for millions of consumers in more than 170 countries around the world.

With over 23,000 employees globally we believe in a long-term and sustainable approach to our business activities, and as world leader we take our responsibilities seriously.

Our motto “PROTECTS WHAT’S GOOD”, covers the entire value chain – from suppliers to customers, distribution, employees, consumers and society as a whole. Our packaging protects food and beverages and we do our utmost to help protect the environment. It all starts with the renewable raw material which we use as the main component in our packaging – wood fibre.

Our vision  “We commit to making food safe and available, everywhere.”

Our mission  We work for and with our customers to provide preferred processing and packaging solutions for food. We apply our commitment to innovation, our understanding of consumer needs and our relationships with suppliers to deliver these solutions, wherever and whenever food is consumed. We believe in responsible industry leadership, creating profitable growth in harmony with environmental sustainability and good corporate citizenship.

Our values  Tetra Pak’s core values shape our corporate culture, hold our team together and give us a real competitive advantage.

Customer Focus & Long-Term View  – We ensure that we add value and inspire our customers because we recognize that they come to us by choice. We dare to lead with a focus beyond tomorrow and take opportunities to learn and grow.

Quality & Innovation  – We do not compromise on quality. We relentlessly drive for better, fit-for-purpose solutions and breakthrough innovations.

Freedom & Responsibility  – We have the freedom to take initiative and act decisively in the best interests of Tetra Pak and our customers. We take responsibility for our actions and contribute to the communities in which we operate.

Partnership & Fun  – We respect and rely on one another and all our stakeholders for exceptional results. We enjoy working together and we show our appreciation for each others’ achievements.
» With over 23,000 employees globally we believe in a long-term and sustainable approach to our business activities, and as world leader we take our responsibilities seriously.«

TETRA PAK IN THE NORDIC REGION

MARKET AREA NORDICS has local market offices that work with marketing, sales and service for our customers in the Baltic countries, Denmark, Finland, Iceland, Norway and Sweden. Tetra Pak has production units in four locations in Sweden: in Lund, Fjällbacka, Sunne and Skoghall. In February 2012 a new factory opened in Imatra in Finland.

Lund is where Tetra Pak was born. It was here that Ruben Rausing founded Tetra Pak and delivered the very first packaging machine in 1952. Today Lund is our largest site, and about 3,800 people work here. Activities include research and development, manufacturing of processing equipment and turnkey packaging lines, as well as a training unit for technical service and a spare parts centre. Guests are given the chance to see demonstrations of various Tetra Pak packages being test-filled with water. ▲
Tetra Pak strives to reduce the environmental impact of our products’ entire lifecycle without compromising on our customers’ demands for safe, functional and cost-effective products. Our packages and processing equipment reach the highest standards for hygiene, quality, and safety, while at the same time causing as little environmental impact as possible during production, use and disposal.

OUR PRODUCTS AND SERVICES

Packages  For pasteurised foods and beverages that require refrigeration, Tetra Pak Packaging Materials produces laminated packaging material made from paperboard and plastic. Aseptic packages and packages with a long shelf life also have a thin aluminium film. So far aluminium has proven to be the best barrier to ensure that sensitive food, such as milk, juice and wine can be transported and stored without the need for refrigerated storage or additives.

Tetra Recart® is a package made from paperboard that is designed for prepared food, such as vegetables, beans, soups and tomatoes. The packaging and its contents are sterilised through autoclaving; that is, they are heated up at high pressure, which is the same method used for tins.

In 2012, 173 billion standard packages (measured as the surface of one Tetra Brik® package) were produced globally and 77.3 billion litres of food were delivered in Tetra Pak packages.

Packaging machines  Tetra Pak Packaging Solutions develops packaging material and packaging machines for pasteurised and aseptic products. Packaging machines and distribution equipment are assembled and quality-tested in Lund before being delivered to the customer. The packaging machines fill the packages with liquid or solid products and then seal them at the customer’s premises.

Tetra Pak also develops, produces and markets different kinds of distribution equipment, including cardboard packers, film wrappers, crates and roll containers.

In 2012, our customers produced milk products, fruit drinks, cheese, ice cream, prepared food, carbonated drinks and water. We produce various kinds of processing equipment to meet their needs, with machines for separation, homogenisation, heat treatment and evaporation, among others. Tetra Pak Processing Solutions also supplies aseptic processing systems, fluid-handling equipment, washing systems and automation systems, and designs complete production lines and plants for customers around the world.

Technical Service  Tetra Pak Technical Service develops and supplies service products to our customers around the world. The company provides knowledge, technical expertise, spare parts, tools and methods to manufacture and support Tetra Pak’s processing lines and our packaging and distribution solutions.

RENEWABLE MATERIALS have a lower environmental impact than non-renewable materials. Our packages consist of roughly 75% renewable material – paperboard. Therefore our packages perform well in lifecycle assessments (LCA) compared with other packaging solutions. Since 2011 we have been able to offer screw caps made of bio-based plastics, which further increases the renewable content of our packages. We are continuing to develop renewable plastics and barrier materials and our aim is to be able to offer a 100% renewable package by 2020.
OUR CO₂-FOOTPRINT

Here we summarize our environmental impact in terms of carbon dioxide emissions and energy consumption in Sweden and in Market Area Nordics as a whole.

We also show how much raw material we used for producing packaging material at our converting factories in Lund, Skoghall, Sunne and Imatra during 2012.

* The emission factor for Sweden’s electricity mix went down slightly from 2011 to 2012, which contributes to a smaller carbon footprint. The emission factor is expressed in CO₂/kWh and depends on the make up the electricity mix.
Swedes recycled some 10,978 tonnes of beverage cartons during 2012 – an increase of more than 1,000 tonnes compared with the previous year. That means that the recycling rate rose from 23.7% to 29%. One of the factors behind this success was a fruitful collaboration between Tetra Pak and the Worldwide Fund for Nature (WWF).

Maria Engdahl
Environment Officer
Tetra Pak Packaging Material

»Emissions of organic solvents into the air have increased slightly in recent years. This is because we get a higher number of small orders and therefore produce more printing plates. My dream for the future is to give an environmental impact value for orders of different sizes, because I think that our customers would be interested in this when they place their orders.«

CHEMICALS

• We use a chemical management system to collect all the relevant information about each chemical we use.
• We use water-based printing inks as far as possible.
• The production process for packaging material at our plants results in emissions of organic solvents into the air. These emissions are well below the legal limits that apply for each plant.
THE RECYCLERS – COLLABORATION LEADS TO RECORD RESULTS IN SWEDEN

Using a new methodology, we observed in autumn 2010 that recycling of beverage cartons in Sweden was at a worryingly low level. Barely a quarter was recycled, which put Sweden well below the EU average of 36%.

In March 2012 Tetra Pak and Worldwide Fund for Nature, WWF launched a joint programme with the aim of increasing the recycling rate by five percentage points during 2012, says Erik Lindroth, Environment Director for Tetra Pak in the Nordic and Baltic region. “As a part of this cooperation Tetra Pak makes a donation to WWF’s online community for young people, Panda Planet, for each percentage point that recycling increases by.”

In the longer term the aim is that at least half of all beverage cartons are recycled. We will reach this target if the average Swedish household (1.9 people, Statistics Sweden 2011) recycles four cartons per week. Beverage cartons can be recycled to become cereal packages, frozen food packages, cardboard cores, writing paper and a range of other paper-based products.

Tetra Pak and WWF’s collaboration to increase recycling will continue during 2013 and 2014. The goal for 2013 is to increase recycling of beverage cartons by a further 3-5 percentage points.

Consumer survey
In February 2012 we conducted a consumer survey (Refina, 1003 replies) to understand what it is that is preventing people from recycling beverage cartons, and what could be done to make them recycle more.

The results of the survey showed that it is mainly practical issues that prevent more packages from being recycled:

1. It’s too much effort to rinse out and flatten the beverage cartons (27%)
2. It’s hard to find somewhere at home to store the recycling (21%)
3. It’s too far to the recycling point (11%).

The study also showed that better knowledge of the positive environmental effects of recycling (34%), and simple tips on how to deal with the recycling at home (22%) could encourage more people could to recycle. Shorter distances to recycling centres would also lead to more recycling (15%).

Our long-term goal for Sweden is that by 2020 at least half of all beverage cartons will be recycled. We will reach this target if the average Swedish household (1.9 people, Statistics Sweden 2011) recycles four cartons per week. Beverage cartons can be recycled to become cereal packages, frozen food packages, cardboard cores, writing paper and a range of other paper-based products.

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Better knowledge of the positive environmental effects of recycling would make people recycle more…

…so would simple tips on how to deal with the recycling at home.

Better statistics
Since autumn 2010, hundreds of core samples per year have been taken from the bales of paper packages that are collected and then delivered to Fiskeby Board carton factory for recycling. The samples are sorted into the different fractions – beverage cartons, cardboard, paper, corrugated cardboard and waste paper – and weighed. The results give an accurate measurement of the amount of beverage cartons and other kinds of paper-based packages that are recycled.
HUNT FOR THE FORGOTTEN CARTONS
THE RECYCLERS’ SCHOOL COMPETITION

During the autumn term Tetra Pak and WWF organised a school competition for ages 6–12. The competition was a huge success, with a total of 61,234 pupils from around Sweden taking part.

FOR TWO WEEKS the pupils were responsible for keeping track of the recycling at home. All the classes that recycled at least half of their used beverage cartons received a diploma, and from these two winners were drawn. The winner among the primary school-age children was the second-year class from Stöcksjö School in Umeå, who won a donation towards a greener schoolyard. From the middle schools, the winner was the sixth-year class from Vä School in Kristianstad, who won a donation towards a school trip. The winners also received 1,000 SEK per pupil to donate to one of WWF’s conservation projects. Both classes chose to support tigers. Eight further classes won runners-up prizes in the form of group membership to Panda Planet, WWF’s online community for youngsters.

“It was a fun competition where we could work with environmental issues in the classroom. Families and the whole school got involved. We would love to take part next year too,” said Lina Magnusson, teacher at Stöcksjö School.

“For me as a teacher, it was really positive that WWF and Tetra Pak were united behind the competition,” said Maria Olsson, teacher at Vä School.

Instructions, educational material and forms for recording classes’ recycling statistics were available on Tetra Pak’s Swedish website (www.tetrapak.se). The competition could be followed and questions posted in The Recyclers’ blog on www.pandaplanet.se.

“The competition will return in autumn 2013, with updated educational material and new features,” says Erik Lindroth.
WHAT’S HAPPENING WITH RECYCLING ELSEWHERE?

IN FINLAND, COLLECTION OF PACKAGES takes place in the same way as it does in Sweden; that is, beverage cartons are collected together with other types of paper packages. We are active in the organisation for producers of paper-based packaging material, Suomen Kuitukierrätys Oy, which is owned jointly by Valio, Stora Enso, Elopak and Tetra Pak.

In Norway, Grønt Punkt is behind a highly successful advertising campaign about recycling of beverage cartons. During 2012 its music video We Can Do More was a big hit on YouTube, with more than 130,000 views. Grønt Punkt reports the official recycling rate for the previous year each summer, and at last count it stood at 53.7%.

In Lithuania a national recycling target of 15 per cent was brought in in 2012, and that was reached by a good margin. The Green Dot organization is responsible for maintaining Lithuania’s collection system and for ensuring that targets are reached.

In Denmark there is still no recycling of beverage cartons, but talks are underway to do something about this. We are involved in discussions and contribute with our knowledge and experience in the hope that recycling will start here in the not-too-distant future.

We continue with our efforts to increase recycling capacity in the Nordic and Baltic region and to widen the market for the recycled materials. At the moment the plastic and aluminium content of packages is not recycled in our markets, although it is used for energy when the paper fibres are recycled. We want to change this, because plastic and aluminium accounts for up to 80 per cent of our packages’ climate impact – even though they only account for a quarter of the weight.

Official recycling levels for beverage cartons. Data for the EU is collated by ACE, the Alliance for Beverage Cartons and the Environment, of which we are a member. Read more at www.ace.be.
»Beverage cartons can be recycled to become cereal packages, frozen food packages, cardboard cores, writing paper and a range of other paper-based products«

Recycling of Tetra Pak packages globally 2012: 22.9%, or 39 billion packages, up 10.1% on 2011.

SCHOOL COMPETITION SCOOPS PRESTIGIOUS PR AWARDS
Two Golden Hammer Awards were awarded to our Baltic school competition, which challenged children to build the highest virtual tower out of juice cartons. The idea was to both increase recycling and juice consumption.

THE RECYCLERS (Återvinnarna) is Tetra Pak’s Facebook platform for spreading knowledge and engagement in recycling in general, and beverage cartons in particular. Follow us at www.facebook.com/Atervinnarna!

FINNISH CONSUMERS CAN NOW buy domestically produced food and beverages in domestically produced packages. On February 2, 2012 Tetra Pak CEO Dennis Jonsson officially opened a new packaging material plant in Imatra, Finland. The 3,000 m² factory has a capacity of 500 million gable-top packages per year.

“I would like to congratulate you on building this factory in record time,” said Dennis in his speech at the grand opening. “I am convinced that you will soon be producing packaging material of the highest quality at the right price.”

The new factory is the result of collaboration between Tetra Pak and Imatra Municipality. Our operations there support the local economy, create jobs and have a number of environmental benefits. For example, the laminated paper used for producing the packaging material comes from Stora Enso’s nearby paper mill, which reduces transport distances and minimises carbon dioxide emissions.

The new plant will be ISO 14001 certified and Tetra Pak’s World Class Manufacturing system will be implemented. “We are running our operations in a way which is environmentally sound and sustainable in the long term,” says plant manager Tommy Kjellberg.
We, Tetra Pak’s employees, do the work that enables the company to reach its business targets. Employee satisfaction has a direct impact on the company’s ability to meet its customers’ needs, so Tetra Pak invests heavily in competence and career development, preventive health measures, and generally keeping our employees happy.

**EMLOYEE CARE OASEN**, Tetra Pak’s occupational health service in Lund, offers a range of services for employees, such as preventive healthcare, vaccinations, advice on ergonomics, diet and health, coaching, support and stress-management sessions, and various courses within health and first aid. The occupational health service also runs our gym and arranges popular sports competitions for employees.

Company nurse Eva-Lena Andersson says: “During 2012 we at Oasen started mapping our colleagues’ health. We invite all employees in for a check-up every fifth year starting the year they turn 30. The check-up covers their physical and mental health.

- It is our aim to create a healthy workplace. We note what works well, and then promote it further within the company. We want to strengthen the competence and capabilities of all employees by focusing on ways to empower people to be optimistic and to make positive changes.
- We have the pleasure of meeting our co-workers at a personal level and being able to tap into their deep and broad competence. We have also been invited to be members in the Health and Safety pillar of Tetra Pak’s World Class Manufacturing work. It is positive that we are all pulling in the same direction.”

**OUR CLUBS**
Well-being is not just about the body, but also the soul. There is a long list of clubs for Tetra Pak employees to get involved in.

- The art society: exhibitions, art lotteries, and discounts on artwork.
- Photography club: arranges lectures, and has a darkroom and computer equipment for photo editing.
- Social club: arranges parties and other fun activities.
- ALMA: arranges activities to provide education and a better life to women and girls in Kenya, India and Sri Lanka.
- Tetra Pak Band: orchestra that performs regularly.
- Stamp club: swaps and auctions.
- Paletten (The Palette): painting in watercolour or oil, and drawing.
- Technical club: for those interested in technology and research.
ABOUT US

WE ARE TETRA PAK

AGE DISTRIBUTION IN %, EMPLOYEES, TETRA PAK IN SWEDEN 2012

GENDER MIX AMONG EMPLOYEES, TETRA PAK IN SWEDEN 2012

NUMBER OF EMPLOYEES, TETRA PAK IN SWEDEN 2010-2012

GENDER MIX AMONG MANAGERS, TETRA PAK IN SWEDEN

ABSENCE DUE TO ILLNESS, TETRA PAK IN SWEDEN 2012

ABSENCE DUE TO ILLNESS BY GENDER AND AGE 2012
September 7, 2012 marked 60 years since the first Tetra Pak machine for tetrahedron-shaped cartons was delivered to the Lund Dairy (Lundaortens Mejeriförening). Tetra Classic®, as it came to be known, changed the way food was packaged and distributed. Food and drink sold loose are harder to transport, are less hygienic to handle and rates of waste are higher.

It was in the 1940s that the first prototype was completed but it would be several years before people around the world were drinking milk from Tetra Pak packages. Since then the growth in demand for our packages has been phenomenal.

In 2012 we sold 173 billion packages around the world, and 39 billion of those packages were recycled into new products.
1970s By the end of the 1970s Tetra Pak is selling 20 billion packages per year. A major contract with Iran for school milk is signed within the framework of an extensive social programme for encouraging protein consumption. Our school milk programme has been an important part of Tetra Pak’s social engagement ever since.

1980s Tetra Pak founder, Dr Ruben Rausing, passes away on August 10, 1983. His legacy continues to grow and his well-known motto – that “a package should save more than it costs” – remains as relevant as ever today.

1990s Tetra Pak receives prizes and awards from around the world for its environmental commitment. The acquisition of Alfa Laval is completed and in 1993 the Tetra Laval Group is formed.

2000s Environmental issues top the global agenda and climate targets focused on reducing emissions and increased recycling are set. Tetra Pak continues to innovate, such as with the launch of Tetra Recart® – a carton alternative to cans for food products.

Making our material use, manufacturing processes and distribution more effective has been at the heart of everything we do since Tetra Pak was first formed. And it will continue to be so as we go forwards, pushing on with our efforts to reduce our environmental footprint while strengthening our competitiveness.
CAT HELPS CAT

Campaign benefits customers, cats and cartons. The Cat Helps Cat campaign, launched in October, proved to be a highly successful collaboration between Lantmännen Doggy, Tetra Pak and Worldwide Fund for Nature WWF. The aim of the campaign was to get Sweden’s estimated 1.3 domestic cats to help their larger cousin, the tiger. From the launch of the campaign until the end of the year, Cat Helps Cat attracted nearly 50,000 followers on Facebook and more than 1,300 people signed up with WWF to adopt a tiger.

"THE CAT HELPS CAT CAMPAIGN came about when we saw an opportunity to combine our strengths and interests in a common project that could create value for all parties – Doggy’s Swedish-produced cat food, WWF’s tiger project, and our environmentally-sound packages," says Chesley Blixtberg, marketing manager at Tetra Pak.

The number of tigers in the wild has dropped by some 97% over the last century and today there are just 3,200 left anywhere in the world. Their future survival is threatened by illegal hunting and by the disappearance of their natural habitat due to deforestation. In the campaign cats could – together with their owners – make a real difference, either through adopting a tiger or by buying boxes of Mjau brand cat food, where two kronor per purchase went to WWF’s work saving the tiger.

"It is not only people who live in areas with tiger populations who should fight for their survival, but all animal lovers. Swedish households can play their part by buying our Cat Helps Cat box, and then their feline friends can do good each time they eat. Even small cats can make a big difference," says Jan-Olof Byström at Lantmännen Doggy.

WWF aims to establish protected areas for tigers, stop tiger hunting, put a stop to trade in tiger-based products and encourage local populations to support this work. "The tiger is under extreme pressure and threatened with extinction," says Håkan Wirrén, general secretary of WWF Sweden. “But now we are receiving further resources to support our long-term work such as establishing 13 tiger reserves in which tigers can live and breed.”

Mjau-brand cat food has since 2005 been sold in Tetra Recart® cartons, which is our solution for prepared food. Tetra Recart is recyclable, light to transport and makes efficient use of shelf space. Since 2010 they are also FSC® certified, which guarantees responsible forest management.

“The campaign continues to develop in a positive way, with a growing number of ‘likes’ on our Facebook page, increased adoption of tigers, and consumer interest for Cat Helps Cat boxes,” says Chesley Blixtberg. “The campaign has also received an extra boost from Swedish celebrities and their cats who have shown their support for WWF’s tiger project through Cat Helps Cat. Cat owners are a dedicated bunch! This has quite simply been a fun and very popular campaign where everyone benefits – and not least the world’s tigers.”

Chesley Blixtberg
Marketing manager
Market Area Nordics
Tetra Pak

»The campaign came about when we saw an opportunity to combine our strengths and interests in a common project.«

TETRA RECART®
• Renewable paper packaging gives lower climate impact
• 60% lighter than steel cans
• 18% higher capacity on a pallet than cylindrical alternatives
IT IS NOW MORE THAN five years since Tetra Pak launched its first FSC®-certified carton for Sainsbury’s in Great Britain. On the Nordic market, the share of FSC-certified packages is increasing every year, as it is in the rest of the world.

Denmark leads the way with 336 million FSC-certified packages sold in 2012, ahead of Sweden with 328 million, while Norway is now off the mark with 20 million. In the Baltic States, the first FSC-certified packages are expected to hit the market during 2013.

Caroline Schmidinger, customer support manager at Tetra Pak, says: “Because our customers are more focused on their environmental impact today, we see much higher demand for FSC-certified material than we have over the previous three years. Today more often than not when we bring out new designs for a customer, they demand that it is produced with FSC-certified paper, and we see this as a very positive development. Our goal is that all our packages are FSC-certified!”

During 2012, we sold 26.4 billion FSC labelled Tetra Pak packages globally, which is about 15% of our total sales.

That is a 43% increase on 2011.

Tetra Pak’s long-term goal is to reach 100% FSC-certified packages. We are constantly increasing the proportion of FSC-certified material, but supply is still limited. We want to influence the availability of certified material through our involvement with FSC and our close cooperation with our suppliers.

WHAT IS FSC®?
FSC®, Forest Stewardship Council®, is a politically independent, non-profit global organization dedicated to environmentally appropriate, socially beneficial and economically viable forest management. FSC is the only forest certification system supported by the World Wildlife Fund for Nature.

FSC’s rules are aimed at bringing about long-term and responsible forest management. They take into account biodiversity, the rights of native peoples and good working conditions for those employed in the forest industry. FSC’s ten principles must be applied in any forest management unit if it is to receive FSC certification.

Here are a few examples of the FSC-certified packages available in our markets.

Caroline Schmidinger
Customer support manager
Market Area Nordics
Tetra Pak

Denmark
78% +55

Sweden
50% +47

Norway
6% +6

2008 2010 2012

26.4 billions +6

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The idea is that increased knowledge of FSC among Swedish consumers will enable them to actively make choices that are good for people and for the environment. This is the first time that such a broad front of actors have come together to try to bring about responsible forestry.

The share of FSC-certified products is increasing, but a survey carried out by Tetra Pak in 2012 showed that only 14% of Swedes know that FSC means that the raw material comes from a forest where high environmental standards are kept, where deforestation is resisted, and where human rights are respected.

FSC Sweden’s goal is that at least 20% of Swedes are aware of FSC within two years.

For Arla, ICA and Tetra Pak, the move towards more FSC-certified products and a broader portfolio of FSC-products is an important part of our environmental activities.

Tetra Pak was the first company to introduce FSC-certified packages on the Nordic market. Sweden was first, in 2009, followed by Denmark in 2010 and Norway in 2012. Our volumes of FSC-certified packages will continue to grow during 2013.

Arla and ICA, meanwhile, will continue to launch more products in FSC-certified cartons, which will itself spread awareness among Swedish consumers about FSC and its benefits.

The collaboration was presented to the public at a press event in Stockholm on September 28, 2012 – also known as “FSC Friday”. This annual event, held on the last Friday in September each year, aims to raise awareness of responsible forestry around the world.

During 2012 a unique collaboration was launched between Arla, ICA, Tetra Pak, Swedish FSC and the Worldwide Fund for Nature to increase public awareness of the forest certification Forest Stewardship Council® in Sweden.

In September 2012 Tetra Pak and the Danish Chamber of Commerce organized a seminar in Copenhagen on the topic of sustainable packaging solutions. The seminar took a broad view of the issue, from design and communication to regulations, recycling and renewability.

The seminar from our perspective was to promote sustainability as an increasingly important factor for creating competitiveness. Alongside input from Tetra Pak there were speakers from the Danish Environmental Protection Agency, FSC® Denmark and Arla Foods.

FSC Denmark’s Ida Rehnström brought up the resource aspect and how an independent certification such as FSC can make a big difference when it comes to pushing developments in the right direction. FSC, as the only forest certification backed by both environmental and social organizations, allows consumers the possibility to make an active choice that supports the world’s forests.

Jan Dalsgaard Johannesen, Environment Director at Arla Foods, talked about the company’s Closer to Nature brand platform and how its environmental work is building Arla’s future competitiveness.

“For Arla Foods our environmental work is about improving our performance, from the farm to the consumer,” he said. “This is integrated into everything we do as a company. This also applies to packaging, to further reduce the environmental impact of our products.”

An interesting perspective brought up at the seminar was the fact that consumers have difficulty differentiating between the product’s and the package’s sustainability profile. It is important that the product and the package speak the same language, so that they complement each other and create a whole that is greater than the sum of its parts. Independent studies show that paper-based packages generally speaking have a strong sustainability profile in the eyes of consumers.

The idea behind the seminar from our perspective was to promote sustainability as an increasingly important factor for creating competitiveness. Alongside input from Tetra Pak there were speakers from the Danish Environmental Protection Agency, FSC® Denmark and Arla Foods.

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TETRA PAK USES an integrated management system to ensure continuous improvement in its environment and quality work. In 2011 all production operations in the Nordic region were certified in accordance with ISO 14001, ISO 9001 and the BRC/IOP global hygiene standard. The environment also forms part of our World Class Manufacturing (WCM) work.

The environment director for Tetra Pak Sweden is responsible for market-related environmental issues in the Nordic region and Baltic countries and for coordinating environmental work in Sweden. Company and local factory managers are responsible for environmental issues in their own operations, by setting company-specific environmental targets, for example.

Environmental officers in each company are tasked with managing and coordinating our environmental work.

WHAT IS WCM?

World Class Manufacturing is a system for managing, operating and improving manufacturing plants that includes methods such as Total Productive Maintenance (TPM), Lean Production and Six Sigma. It is a way of achieving continuous improvements through improving performance in all areas, such as making processes more efficient, and reducing waste.

FORWARD WITH WCM – WORLD CLASS MANUFACTURING

Tetra Pak started working with WCM at its converting factories at the end of the 1990s. Since then Capital Equipment – which manufactures our machines – has taken the decision centrally to apply WCM across all its operations.

JAN GRADIN, Environmental Engineer at Tetra Pak Packaging Solutions AB, Sealing & Creasing, explains:

“At Sealing & Creasing we produce inductors, Tetra Pak Ceramic bars and dollies for the sealing function of the packages in the filling machines. We also make the creasing tools for the creasing machines located in the printing presses at the converting factories. My main task is to work with environmental issues such as recycling, energy usage and carbon dioxide emissions. Here at S&C work with WCM really took off in 2004, but some of us have been working with it longer than that.”

Within WCM, work is organized into so-called pillars. The number of members in each pillar depends on the pillar’s role.

“In our pillar we have a pillar leader and a pillar member,” says Jan. “Once a week we go through our to-do list and the current statistics for our targets. Based on this data, we discuss if we need to start up some kind of team. At the moment we have an energy reduction team looking for potential savings in electricity consumption in our inductor manufacturing.”

At the heart of WCM are the processes themselves, but the work also has clear goals.

“Our goal at S&C for 2013 is to increase recycling of used materials,” says Jan.

“Today we recycle 67% of used materials. We will also reduce our electricity consumption and our carbon dioxide emissions with the help of more teams. The WCM system has given us a structured way of working with environmental issues, and employees now have a better understanding of those issues and of the environmental work that can be done.”

The results of our work with WCM are obvious and several of our customers have shown an interest in what we do. By sharing our experiences with them we can contribute to improvements across the industry, which at the end of the day is positive for business and for the environment.
TRANSPORT

TETRA LAVAL GROUP

Transport & Travel is responsible for procurement of transportation and travel centrally for the Tetra Laval Group’s companies Tetra Pak, DeLaval and Sidel. The organization ensures that we have reliable, cost-effective transport solutions that have the lowest possible environmental impact. Tetra Laval is also a member of the Clean Shipping Project, which evaluates and places environmental demands on marine transport. Companies with large freight volumes have teamed up within the project to push for improvements in environmental performance from ship-owners.

Green for go

When we negotiate transport contracts, we ask carriers to answer a number of questions about how they work with environmental issues, quality, safety and health. Based on their answers, the carriers are classified as green, yellow or red. A red carrier risks missing out on contracts if they do not start working on their performance in these areas.

During 2012 we raised the bar by adding further questions about their emissions calculations and changes in emissions compared with previous years. We are also placing tougher demands on our suppliers to monitor the environmental performance of their own sub-suppliers.

Transport, packaging, food and the environment

It is a commonly held misconception that transport accounts for a large proportion of packaging’s environmental footprint, but that is not in fact the case. The largest environmental impact comes from the raw material itself and from what happens after the packaging has been used. That is why we focus so heavily on sustainable materials and on recycling.

But far and away the largest environmental footprint belongs to that which the packaging protects – the foodstuff itself. In Sweden alone about 1 million tonnes of food are wasted each year – about two-thirds of which is thrown out by households – which contributes some 2 million tonnes of greenhouse gas emissions, according to the Swedish Environmental Protection Agency.

In the carbon dioxide calculator on our website (http://www.tetrapak.com/environme nt/climate_change/co2footprint/carton_foot print/co2calculator/pages/default.aspx) you can check the climate footprint of our various packages.

Tendered carriers by type

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<tr>
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<th>Green</th>
<th>Yellow</th>
<th>Red</th>
<th>Total</th>
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<td>19%</td>
<td>73%</td>
<td>8%</td>
<td>100%</td>
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<tr>
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<td>73%</td>
<td>8%</td>
<td>100%</td>
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Contracted

<table>
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<tr>
<th>Year</th>
<th>Green</th>
<th>Yellow</th>
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<th>Total</th>
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CO2 emissions from car fleet ton/year

<table>
<thead>
<tr>
<th>Year</th>
<th>Ethanol cars</th>
<th>Gas cars</th>
<th>Petrol cars</th>
<th>Diesel cars</th>
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<tbody>
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<td>96</td>
<td>58</td>
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<tr>
<td>2011</td>
<td>1 058</td>
<td>96</td>
<td>58</td>
<td>181</td>
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CAR FLEET, TETRA PAK IN SWEDEN

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
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<td>-12</td>
</tr>
<tr>
<td>Gas cars</td>
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</tr>
<tr>
<td>Diesel cars</td>
<td>181</td>
<td>+39</td>
</tr>
</tbody>
</table>

Total number of cars: 281 +6

Tetra Pak’s car fleet

The shrinking number of ‘green’ cars reflects the fact that ethanol-fuelled vehicles are no longer counted in this category. Ethanol-fuelled cars are being phased out and replaced by cars that run on diesel. We are also driving further, which is why we see an increase in the total emissions from our car fleet during 2012.

PERCENTAGE ‘GREEN’ CARS

<table>
<thead>
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<th>Year</th>
<th>Green</th>
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<tbody>
<tr>
<td>2011</td>
<td>13%</td>
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<tr>
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<td>-13%</td>
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High-level environmental performance has gone from being an option to an absolute necessity in today’s market. Our customers are becoming ever more demanding as their own environmental ambitions grow, and as consumers’ environmental awareness increases. We welcome this development as our long experience of integrating environmental awareness into our operations has prepared us for it.

**THE GREEN TEAM**

– A NEW COMPETENCE PROJECT

**TO BE ABLE** to fully capitalise on our environmental work by meeting and pre-empting market expectations, we see the need to further increase the environmental competence of our colleagues.

“Everyone at Tetra Pak has to understand why the environment is one of four priorities in our 2020 strategy, and how our work with the environment can add value to our business,” says Erik Lindroth, Environment Director at Tetra Pak Market Area Nordics.

So in autumn of 2012 a new competence project was started in the Nordic market company. The project aims to create the networks, tools, activities and processes we need to continually build environmental competence and awareness among employees.

The solution is not as simple as sending everyone off on environmental training, since the change we want to achieve must happen in the mindset of each individual. When we started the project we soon realised that engagement and commitment come from interest at a personal level. We knew that we would have to connect with each employee individually. Our challenge in the Environment Department is to understand what our colleagues need in terms of knowledge, personal inspiration and practical tools – and then to deliver these to them. So we created our Green Team,” says Environment Specialist Lina Kristoffersen Wiles, who is leading the project.

**ARLA FOODS’ HOLSTEBRO** Butter Dairy is the world’s largest butter factory, producing about 115,000 tonnes of butter each year.

Arla Foods’ environmental strategy 2020 and its “Closer to Nature” concept set targets for energy use. At Holstebro the company has already optimised energy use so that nearly all waste heat is reused.

But a survey of energy use at the plant revealed that there was more energy to be saved in its homogeniser. The pressure in the homogeniser is directly linked to energy use, so by finding a way of operating at lower pressure, it would mean considerable energy savings.

Arla Foods Holstebro teamed up with Tetra Pak to assess the performance of the new Tetra Alex® homogeniser head, called the HD EnergyIQ. Arla Foods would not compromise on hygiene, product quality, food safety and noise.

HD EnergyIQ has a new design that makes it possible to reduce pressure considerably compared with standard equipment.

“We are constantly working to reduce the homogeniser’s energy consumption,” says Anders Karlsson, Product Manager at Tetra Pak. “At the end of the day this leads not only to reduced environmental impact from our equipment but also direct savings for our customers.”

At Holstebro Butter Dairy the start pressure was reduced from 150 bar to 120 bar. This means a reduction 68,700 KWh at current production levels. At increased capacity, the savings will grow.

Normally a reduction in pressure also gives a reduction in NIZO values (a measure of how well homogenised an emulsion is). But with Tetra Pak’s HD EnergyIQ homogeniser head the same NIZO value is maintained, and with it the product quality. Now Arla Foods’ Holstebro Butter Dairy can achieve the highest possible efficiency at the lowest possible pressure in the homogenisation process – without compromising on quality or food safety. The lower energy consumption also reduces the plant’s environmental impact, while the lower noise level is better for the working environment.

“This equipment meets our expectations and has allowed us to meet our goals for pressure reduction. The homogeniser’s running time has been extended thanks to longer service intervals, and last but not least the low environmental impact is very important for us”, said Production Supervisor Jens Frederiksen, Arla Foods.

**HD ENERGIQ KEY FEATURES**

- Homogenisation at lower pressure
- Product quality maintained
- Longer service intervals and therefore running time

High quality at low pressure – TETRA ALEX® HD ENERGIQ

**ARLA FOODS’ HOLSTEBRO** Butter Dairy

Anders Karlsson

Product Manager

Tetra Pak Processing Components AB

Lina Kristoffersen Wiles

Environment Specialist

Market Area Nordics

Tetra Pak
The Green Team consists of one representative from each key function at the Lund office. “The idea is that Green Team members will give an insight into each function’s special interests and needs. At the same time they will be a direct channel through which to pass on environment knowledge and news of particular relevance to precisely that target group,” says Lina.

**The Project’s Goals**

- **Insight:** Why is the environment one of our four priorities in our 2020 strategy? How does environment create value in our business?
- **Commitment:** Why is environment important for me, in my role and function?
- **Internalising:** How can I, in my daily work, contribute to capitalising on our environmental work? And what tools do I need to be able to do so?
SWEDESH FRUIT BEVERAGE producer Kiviks Musteri launched in August 2012 a new type of package for its juices and fruit soups – Tetra Brik® Aseptic Edge.

Being easy to open and pour from, the new package is not only environmentally smart but also hand friendly. It has even earned approval from the Swedish Rheumatism Association.

Tetra Brik Aseptic Edge offers excellent stackability and space-efficiency and is both FSC®-certified and recyclable, making it a really smart environmental choice. “We chose Tetra Brik Aseptic Edge because we want to offer our customers an easy-to-handle package with a screw cap that is both efficient to transport and climate-smart,” says Anders Karlsén, Commercial Director at Kiviks Musteri.

“Tetra Pak and Kiviks Musteri have been collaborating since 1973 so we know each other well,” says Patric Engvall, marketing manager at Tetra Pak. “We know that the local perspective and consumer-friendly packages are important for them. We are proud that they trust our expertise when it comes to delivering packages with a small environmental footprint that are easy to handle.”

In January 2013 Kiviks Musteri’s stewed fruits also went over to Tetra Brik Aseptic Edge, and other joint launches are underway between the two companies. Fruit drinks in a new package specially developed for consumption-on-the-go have also been launched.

TETRA PAK’S DREAMCAP™ 26, an ergonomically-shaped closure for on-the-go consumption, was awarded a prestigious Scanstar at ScanPack, northern Europe’s largest packaging fair, held in Gothenburg, Sweden, in October 2012.

In its motivation, the jury called DreamCap 26 “a new innovative cap developed to correspond to consumer demands.” It continued: “The closure’s functionality and convenience were tested by the Swedish Rheumatism Association as well as by the jury. Both parties found it to fully meet consumer demands.”

Scanstar is an annual packaging competition founded in 1969. The competition is organised by the Scandinavian Packaging Association (SPA).

Emma Lefdal, Director Communications for Tetra Pak Nordics, said: “We at Tetra Pak are very proud to have received a Scanstar for one of our latest innovations. After thorough research with a focus on consumers’ habits, the DreamCap has been developed to match criteria such as easy opening and closing, and comfortable and convenient drinking. It is satisfying that our efforts to find a solution that meets consumers’ demands on packaging have been recognised.”

Both DreamCap™ and LightCap™, for Tetra Brik® Aseptic Edge, have been approved by the Swedish Rheumatism Association as suitable for people with reduced hand function. During 2013 we will be able to offer both DreamCap and LightCap in renewable bio-based plastic.

**EASY ON THE HANDS AND THE ENVIRONMENT – NEW PACKAGE LAUNCHED WITH KIVIKS MUSTERI**

**HANd-FRIENDLY caps IN BIO-BASED PLASTiC**

**DREAMCAP™ 26 SCANSTAR AWARDED**

**Hand-friendly caps in bio-based plastic**

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GOOD WINE, GOOD FUN, GOOD CAUSE
As part of our efforts to spread awareness of the Forest Stewardship Council®, we sponsored Denmark’s Roskilde Festival with Tetra Pak® Aseptic packages containing Fairtrade-certified Chilean wine. QR codes on the packages led festivalgoers to a competition where they could win tickets to Roskilde 2013.

LESS TRAVEL PAYS FOR VIDEO-CONFERENCING EQUIPMENT
During 2012 Tetra Pak Global Information Management (GIM) launched a pilot project to improve video conferencing at its headquarters in Singapore, Denton and Lund. Savings made by cutting back on staff travel are financing the project. The idea is that the project will help GIM reach its goal of reducing travel costs by 30% compared with 2011. “This solution will not only save money, but also reduce our carbon footprint and improve working conditions by reducing the amount of travel,” says Robert McIntyre at GIM in Singapore.

LUNDALOPPET (LUND FUN RUN) MAY 5
• More than 5,000 participants, of whom over 300 were Tetra Pak runners.
• Gainomax Recovery Long Distance, a milk-based recovery drink from Norrmejerier sold in Tetra Brik® Aseptic with PullTab™, was handed out to runners at the finishing line.
• Tetra Pak’s Återvinnarna (The Recyclers) had information at the race to encourage runners to recycle their empty cartons.

SCREW CAPS IN BIO-BASED PLASTIC*
2011: World premier! 80 million sold
2012: 610 million sold
2013: Coming soon to Nordic stores!
* Polyethylene plastic made from sugar cane, with the same properties as oil-based plastic
LEAVE NO CARTON BEHIND!

1. 

2. 

3. 

Used beverage cartons are...

... a valuable raw material for new products, such as cereal packets, egg cartons, cardboard cores, writing paper and much more.

... easy to recycle. Just add water and stir to separate the plastic and the paper.

... worthwhile to recycle. The paper fibres in a beverage carton can be recycled several times.