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Flexible Packaging

Uses Less Energy Generates Less CO₂ Emissions Contributes Less to Landfill

Examples of beverage packaging (1,4,5)

Package Type	Beverage Weight	Package Weight	Product to Package Ratio	*MSW Landfill per 100 g Product	Energy Consumed MJ/8 oz	Emissions kg CO ₂ e /8 oz
Glass Bottle & Metal Cap	8 oz (236 g)	198.4 g	1:1	54.5 g	3.36	0.29
Plastic PET Bottle & Cap	8 oz (236 g)	22.7 g	10:1	6.0 g	3.0	0.18
Aluminum Can	8 oz (236 g)	11.3 g	21:1	2.4 g	0.99	0.08
Flexible Standup Pouch	6.75 oz (199 g)	5.7 g	35:1	2.8 g	0.45	0.02

^{*} recycling rates factored



More Value

Fast Facts
Third Edition

Flexible Packaging

Manufacturing, distribution, and use

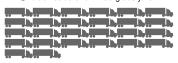
- Consumes less energy and fewer natural resources
- Generates less CO₂ emissions
- Results in higher product to package ratio
- Requires fewer trucks for transportation, using less fuel and creating less emissions
- Provides many consumer conveniences:
 - Extended shelf life
 - Easy storage
 - Microwaveability
 - Recloseability

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 (2)

26 truckloads of unfilled glass jars



1 truckload of unfilled flexible pouches

Flexible Packaging

Uses Less Resources

Examples of packaging needed to package 60 pounds of beverage (1, 3)

50 pounds of glass

6 pounds of Rigid PET

3 pounds of aluminum

1.5 pounds of flexible plastic

