

Packaging Rationalisation

Guidance Note

[2013]

This note documents Massmart's position on packaging rationalisation and environmentally sensitive packaging.

Background

Packaging plays a fundamental role in protecting, preserving and transporting products. Packaging also enhances the attractiveness of merchandise, while providing consumers with vital information on a product's contents. Because approximately three quarters of all finished goods require some form of packaging, packaging rationalisation helps ensure that packaging is designed in a way that maximises product safety and minimises environmental impact. Packaging rationalisation involves optimising packaging with four considerations in mind: safety, cost, sustainability and recyclability.

Walmart Position

Packaging is an important part of Walmart's sustainability goals. By 2025 the company aims to be packaging neutral globally and to have eliminated landfill waste in its operations in the United States.

Massmart Position

Massmart is intent on identifying opportunities to improve its private label product packaging. Massmart recognises that given the important function that packaging fulfils in the containment, protection and transportation of goods a balance is required between cost, packaging performance and sustainability.

Actions

Massmart is committed to packaging its private label products in a safe, affordable, effective and environmentally sensitive manner. To reduce the financial and environmental cost of its packaging Massmart is focused on the following areas:

1. Recycling

Massmart will support end-of-life recovery and recycling in packaging design by:

- Requiring that all packaging carries relevant material designation and recycling marks
- Giving preference to material combinations that can be easily separated or removed in the recycling process
- Avoiding the use of unnecessary colours and additives that limit packaging recyclability and add cost to the finished package
- Prohibiting the inclusion of oxo/hydro-biodegradable additives in all private label packaging

2. Resource use

Massmart will work towards reducing resource use and costs associated with the manufacture and transportation of its packaging by:

- Increasing the proportion of post-consumer recyclate used in its packaging
- Optimising the transportation efficiency of its packaging to reduce logistics costs
- Minimising the use of secondary packaging associated with the transportation and warehousing of its goods

3. Packaging Workshops and Audits

To ensure ongoing improvement Massmart has formalised a sustainable packaging review process that entails the following steps:

- Massmart will conduct biannual packaging workshops in which private label buyers will be engaged on the principles of packaging development and provided with a step by step framework for packaging rationalisation. These workshops will involve a demonstration of the practical application of this framework to products currently being sold by the divisions
- Two comprehensive divisional packaging rationalisation audits will be conducted annually. These audits will focus on identifying opportunities to improve packaging from a cost, safety, recyclability, logistics and resource use perspective.