



PACKAGING POLICY



SUSTAINABLE
DEVELOPMENT GOALS

*We Care is Bolton Group's sustainability program, built on three pillars: Sourcing, Producing and People. In the area of Sourcing, Bolton Group is engaged in **reducing the environmental impact of the packaging of its products** by developing more sustainable solutions without compromising product quality and safety. This Policy is inspired by the **United Nations Sustainable Development Goals** (particularly Goal 12: "Responsible Production and Consumption") and the **EU Circular Economy Strategy**.*



OUR APPROACH TO PACKAGING

Bolton Group's mission is to produce and market **high quality consumer goods in a sustainable manner** in which the sourcing of packaging plays an important role.

The materials used by Bolton Group in the packaging of its products are mainly paper and cardboard, plastics and metals (aluminium and tinplate). We are committed to follow a **5R approach** to the responsible management of packaging materials and to proactively share this approach with our stakeholders:



The 5R approach stands for:

RETHINK

- designing packaging materials to be **recyclable**, **reusable**, **compostable** or, as a last resort, **energy-recoverable** in accordance with a **circular economy** perspective, starting from new products and progressively moving to existing ones;
- adopting technical solutions that **encourage consumers to recycle** or, if applicable, **reuse** packaging materials, with specific information on-pack and/or on the brands' websites;
- avoiding, where technologically feasible, the use of composite **packaging materials** (i.e. plastic and metal) that cannot be easily **separated**.

RECYCLE

- for new launches, checking the availability and technical viability of **recycled** packaging materials.

REMOVE

- removing and replacing all **materials** that, at any point in their life-cycle, might have **harmful** effects on **human health** and **ecosystems**, either by themselves or through interaction with other factors;
- avoiding **overpackaging** when used for aesthetic reasons by progressively **reducing** or **eliminating secondary packaging** materials.

REDUCE

- For our new launches, ensuring that same **packaging materials** are **lighter** or **equal** to existing ones and **lighter** or **equal** to **market's average**, taking inspiration from **best practices**.

RENEW

- For new launches, checking the availability and technical viability of responsibly produced packaging materials from **renewable materials** that can reduce the environmental footprint of packaging itself.

This policy is applicable to all Bolton Group Companies and will be constantly updated according to new regulatory requirements and the best technical solutions available in the future.



GLOSSARY

- **Recyclable:** packaging component is recyclable if its successful post-consumer collection, sorting, and recycling is proven to work in practice and at scale.
- **Reusable:** packaging which has been designed to accomplish or proves its ability to accomplish a minimum number of trips or rotations in a system for reuse.
- **Compostable:** packaging is compostable if it is in compliance with relevant international compostability standards and if its successful post-consumer collection, sorting, and composting is proven to work in practice and at scale.
- **Energy-recoverable:** packaging material that is not recyclable, reusable or compostable, but at least it can be transformed in waste-to-energy in its end of cycle.
- **Recycled material:** it is defined as waste recycled after use, including:
 - material from post-consumer waste, collected via official collection schemes;
 - material from outside existing collection streams, such as maritime litter, beach litter, etc.;
 - “post-industrial recycled” material, i.e. material from post-industrial sources¹.
- **Secondary packaging:** materials that are not in direct contact with actual products and that are used to protect primary packaging, which often is the packaging most visible to the consumer in retail displays.
- **Renewable materials:** materials that can replace fossil-based materials with renewable sources can lead to substantial environmental footprint improvements for the products.
- **Environmental footprint:** environmental impact of a specific material, considering its entire life cycle (i.e. Life Cycle Assessment methodology).

¹ This does not include materials from own processes which have been reused/recycled, such as regrind.



