

## Sustainable packaging:

- Is beneficial, safe and healthy for individuals and communities throughout its life cycle
- Meets market criteria for performance and cost
- Is sourced, manufactured, transported and recycled using renewable energy
- Maximizes the use of renewable or recycled source materials
- Is manufactured using clean production technologies and best practices
- Is made from materials healthy in all probable end of life scenarios
- Is physically designed to optimize materials and energy
- Is effectively recovered and utilized in biological and/or industrial cradle to cradle cycles

