



## Tetra Pak is the First Company with a Nordic Ecolabelled Climate-smart Packaging

Tetra Rex® Plant-based is made entirely from renewable raw materials and is the first beverage packaging to pass the Nordic Ecolabel requirements. If all Nordic consumers would choose this Nordic Ecolabelled cardboard package, it would reduce greenhouse gas emissions comparable to 25,000 trips from Stockholm to the Canary Islands and back.

Cardboard is made from the renewable raw material wood, but to make the cardboard withstand liquid, plastic laminates are needed. To meet the Nordic Ecolabel requirements for renewable raw materials, Tetra Pak has used plastic laminates and cork, which are made from bioethanol from sugar canes. A Tetra Rex® Plant-based carton has on average 31% lower climate impact compared to a beverage carton made from fossil-based plastic. \*

“Creating this carton is an important step demonstrating that we are at the forefront of sustainability and innovation in the packaging industry, says Erik Lindroth, Sustainability Director at Tetra Pak. “A Nordic Ecolabel is very strong proof that the cardboard packaging we offer our customers is a sustainable choice.”

“To be able to overcome the climate challenge it’s important that we have many people working together to make climate smart choices easy,” says Ulf Eriksson, packaging consultant at Ecolabelling Sweden. “That is why we are very happy that such a large player as Tetra Pak now meets our requirements and we hope that many beverage producers choose their unique packaging.”

Nordic Ecolabelled packaging for liquid foods consists of at least 90% renewable materials (beverage carton) or at least 80% recycled materials (glass, aluminum) or at least 80% recycled / renewable materials (plastic). It meets strict regulations for chemicals and is made from a material that can be easily recycled. The Nordic Ecolabel requirements include packaging for, for example, milk, juice, wine, soft drinks and soups. Read about the requirements [here](#).

Calculation process: In the Nordic region, approximately 5 billion beverage boxes are used annually, of which about half would be able to meet the Nordic Ecolabel requirements, since they do not contain aluminum laminates. If all 2.5 billion beverage carton packages were made from renewable plastics, such as Tetra Rex® Plant-based, instead of fossil-based plastics \*\*, 30,000 tonnes of CO<sub>2</sub> equivalents (source: Tetra Pak) would be saved. This amount of CO<sub>2</sub> equivalents would correspond to just over 25,000 round trips from Stockholm to Gran Canaria.

For more information, please contact:

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\* European average CO<sub>2</sub> reduction according to a method certified by The Carbon Trust.

\*\* Refers to traceable plant-based plastic, not mass balance.

Source: ICAO Carbon Emission Calculator. The calculation is based on a passenger who flies economy class both ways and refers to the total CO<sub>2</sub> impact of the trip. Source: Swedish Transport Agency, Transportstyrelsen.

Facts about Tetra Rex® Plant-based: The cardboard material Natura Life™ in Tetra Rex® Plant-based is produced by Stora Enso.