



PREMIUM PACKAGING SOLUTIONS WITH RECYCLED MATERIALS

Murat Haner / Weleda
15. June 2017

Agenda



- Premium Packaging Perception
- Cosmetic Industry in Europe and Consumer Inside
- Why Recycled Material?
- PCR Material in Weleda Packaging
- Sustainable Packaging Development Approach
- Weleda Packaging Development Focus
- Development Path & Conclusion

Premium Packaging Perception

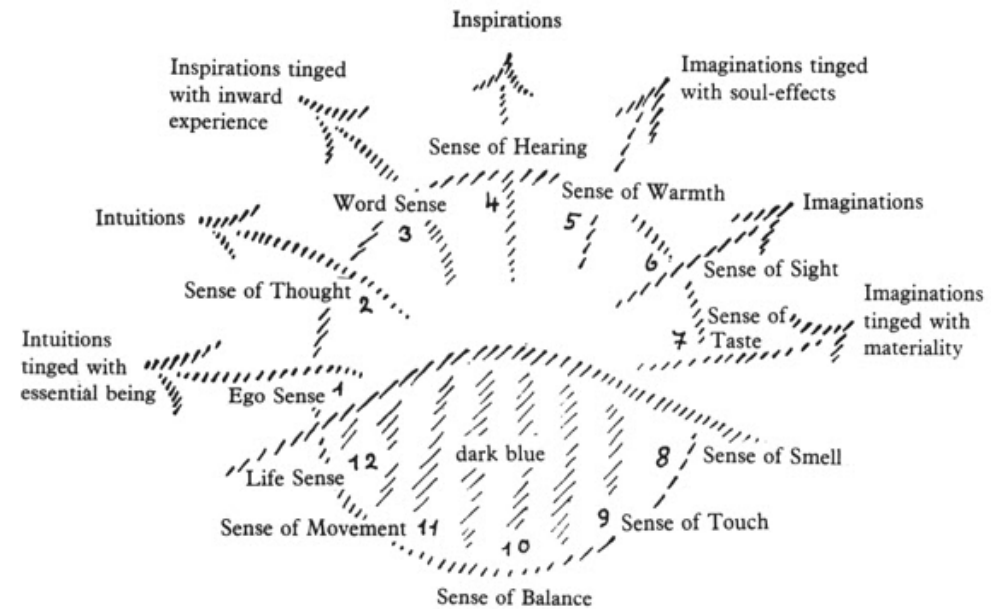


Adjective [edit]

premium (*not comparable*)

1. Superior in quality; higher in price or value.

- Material
- Masterbatch, Effects, Decoration, Finishing
- Smell
- Design, Form
- Functionality



*Illustration: Rudolf Steiner, A Reader's Journal, p. 50

Cosmetic Industry in Europe and Consumer Inside



- Valued at €77 billion at retail sales price in 2015, the European cosmetics and personal care market is the largest in the world.
- Chloé Jo Davis, who blogs about environmental and vegan issues. *“No offense, but we don’t want to look like stinky hippies. In my bathroom, I want products that are good for me, good for the earth, that will make me look glam. And, the product, too, has to look good.”*

GLOBAL MARKET FOR COSMETICS PRODUCTS
(€ BILLION) (COSMETICS EUROPE, 2015)



*Illustration: www.cosmeticseurope.eu

* Consumer Inside: Nytimes, Skin Deep, Camille Sweeney

Why Recycled Material?



- Fair treatment of customers, partners and suppliers
- Management and employees work as partners
- Integral quality
- Combining natural and spiritual sciences in research and development
- High environmental standards
 - *To save natural resources and landfill space*
- Ethical and value-creating business practices
- Cultural diversity as an inspiring force



*Picture: The Tomorrow Company

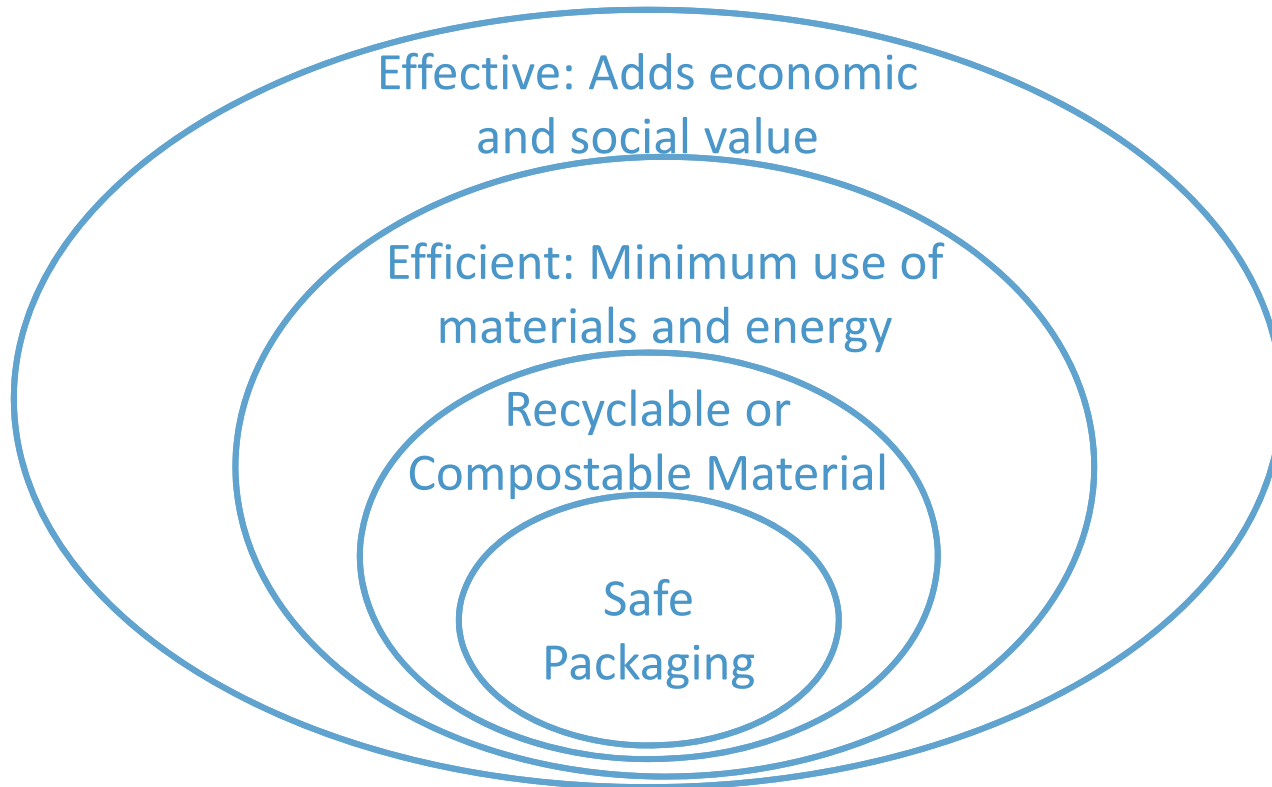
PCR Material in Weleda Packaging



- 25% HDPE PCR in CoEx Tubes
- 85% PCR in green Glass Bottles
- 50% PCR in PET Bottles
- Testliner Transport Packaging, designed for second usage.



Sustainable Packaging Development Approach

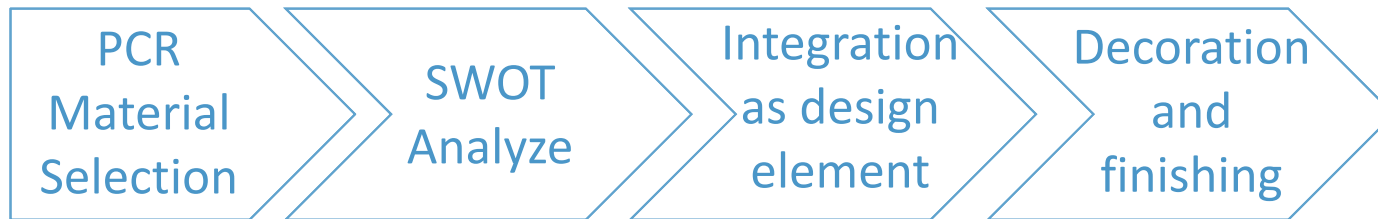


Weleda Packaging Development Focus

- Sustainable materials
- Recycling stream friendly development
- Low weight
- Highest possible PCR share
- Mineral oil free printing
- Eco-friendly decoration
- End of Life options



Development Path & Conclusion



- Continued improvement is necessary for PCR materials
- Close cooperation with recyclers is an essential for Weleda packaging development





A word cloud of various "Thank You" expressions in multiple languages. The most prominent words include:

- Thank You** (Large blue text)
- Merci** (Large grey text)
- Kop** (Large black text)
- Salamat** (Large grey text)
- Grazie** (Large blue text)
- Shukriya** (Large blue text)
- Arigatou** (Large blue text)
- Gracias** (Large blue text)
- Tack** (Large black text)
- Hvala** (Large blue text)
- Kun** (Large blue text)
- Khopjai** (Large blue text)
- Dhanyavad** (Large blue text)
- Dank** (Large blue text)
- Mamnoon** (Large black text)
- Shokriya** (Large black text)
- Ngiyabonga** (Large blue text)
- Dziękuję** (Large blue text)
- Shokrun** (Large blue text)
- Dziękuję** (Large blue text)
- Spaas** (Large blue text)
- Mul** (Large blue text)
- Ači** (Large blue text)
- Xie** (Large blue text)
- or** (Small blue text)
- Dhanyavaad** (Large blue text)
- Go** (Large blue text)
- Grazie** (Large blue text)
- Faleminderit** (Large blue text)
- Kruthagnathalu** (Large blue text)
- Dankie** (Large blue text)
- Arigatou** (Large blue text)
- Dhonnobaad** (Large blue text)
- Asante** (Large blue text)
- Hain** (Large blue text)
- Dhan** (Large blue text)
- daa** (Large blue text)
- da** (Large blue text)
- Umesh** (Large black text)
- Sheun** (Large black text)
- umesc** (Large blue text)
- Kasih** (Large black text)
- Todah** (Large blue text)
- Shnorhakatutiun** (Large black text)
- Kiitos** (Large black text)
- umesc** (Large blue text)
- umesc** (Large blue text)
- Dank** (Large blue text)
- Dakujem** (Large blue text)
- Daw** (Large blue text)
- Waad** (Large blue text)
- Dhanyavaadaalu** (Large blue text)
- Takk** (Large blue text)
- Te°ekkür** (Large blue text)
- Dekuju/Dekujeme** (Large blue text)
- Gamsahapnida** (Large blue text)
- Gomapsupnida** (Large blue text)
- Terima** (Large blue text)
- Enkosi** (Large blue text)
- Danke** (Large blue text)
- dank** (Large blue text)
- Euxaristo** (Large blue text)
- Kun** (Large blue text)
- Shukriya** (Large blue text)
- ederim** (Large blue text)
- Hain** (Large blue text)
- Dhan** (Large blue text)
- daa** (Large blue text)