

## **Tetra Pak expects to deliver over 100 million fully renewable packages in 2016**

Tetra Pak expects to deliver over 100 million Tetra Rex Bio-based packages to customers during 2016.

The world's first package made entirely from plant-based materials has gained popularity among consumers across Finland, Sweden, Norway and the Netherlands, with brands such as Valio, Arla Foods, Vermlands Mejeri, TINE and Vecozuviel.

Bjørn Malm, Head of Corporate Responsibility at TINE, one of Tetra Pak's latest customers to use the package says: "We believe growing our business sustainably is not just good for the environment, it also improves our competitiveness and provides product differentiation. Thanks to Tetra Rex Bio-based we have been able to take a significant step towards our own environmental goals and have committed to making all our milk cartons renewable from next year."

The package's outstanding environmental profile was recognised in the form of seven awards last year, including first place in the Sustainable Innovation category at the Ethical Corporation Responsible Business Awards.

"The success of Tetra Rex Bio-based in its first year is extremely encouraging," says Charles Brand, Executive VP Product Management & Commercial Operations at Tetra Pak. "We are proud to be the first company to deliver a package made entirely from plant-based materials."

"Every package is traceable to its origin," says Penny Ntuli, communications director at Tetra Pak South Africa. "Traceability helps customers enhance their brand as it promotes food safety, and helps them communicate with consumers. This anniversary is a significant milestone in our ambition to provide 100% renewable packaging across our product portfolio."