



## PACKAGING POLICY

**McBride plc is committed to achieving a long-term successful and sustainable business as Europe's leading provider of private label household and personal care products. As part of our overall Sustainability Strategy and Environmental Policy, we will reduce the environmental impact of packaging (primary, secondary, tertiary) during its entire product life cycle without compromising product integrity or health and safety.**

**Our aim is to develop packaging which fulfils its essential functions by selecting the most appropriate materials, format and weight and building in recyclability wherever possible. However, we recognise that, as a private label supplier, all developments have to be undertaken with the agreement of our customers.**

Improvements in packaging sustainability will be achieved by:

- Compliance with all relevant Health, Safety, Environment and Transport legislation and standards by designing packaging (primary, secondary and tertiary packaging) that permits safe use of the product and survival in acceptable condition throughout the distribution chain from manufacturer to consumer and ultimately to disposal
- Avoidance of the use of materials that may adversely impact on Quality, Health, Safety and Environment during the entire product life cycle including disposal
- Identifying, and favour wherever practical and viable, packaging suppliers who are working to improve the sustainability of their own operations
- Searching for more recyclable and renewable packaging materials and processes without adversely affecting economical and social factors
- Reduction of consumption of packaging materials by design – taking into account the complete packaging system (primary, secondary and tertiary packaging) and the whole life cycle
- Promotion of more concentrated products and compact packaging which also contribute to efficiencies in transport and distribution as well as minimising packaging
- Favouring the use of recycled materials, or materials with a high recycled content
- Favouring the use of packaging components which are recoverable or recyclable where economically available, legally allowable and technically feasible
- Correctly labelling and packaging of products that permit responsible use of contents and disposal/recovery of packaging
- Reduction of packaging waste at all stages, including production, distribution, consumption and disposal of packaging
- Maintain a two-way communication with our private label customers in order to ensure the development of their products supports our and their objectives in terms of packaging sustainability
- Regular assessment and review of opportunities for improvements and changes to packaging in accordance with the key goal of Continuous Improvement
- Periodic review of this policy

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