



## 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 during its entire product life cycle without compromising the ability of future generations to meet their own needs.

We describe packaging as the coordinated technology of containing, protecting and preserving of products for the transport, distribution, storage, sale, informing and use.

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 mainly 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 in acceptable condition through the delivery and 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 favouring, wherever practical and viable, packaging suppliers who are working to improve the sustainability of their own operations.
- Optimising the use of renewable or recycled materials and processes without adversely affecting economical or social factors.
- Reducing packaging and waste by design and material choice through out the complete packaging system (primary, secondary and tertiary) and life cycle (production, distribution, consumption and disposal).
- Promotion of concentrated products and compact packaging which contributes to efficiencies in transport and distribution and reduces packaging.
- 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 maximum shelf life and responsible use of contents and disposal/recovery of packaging.
- Maintaining a two-way dialogue with our customers to ensure the development of their products supports their and our packaging sustainability objectives.

- Regular assessment and review of opportunities for improvements and changes to packaging in accordance with the key goal of Continuous Improvement.

### **RESPONSIBILITIES**

The Chief Executive Officer and Executive Leadership Team are ultimately responsible for ensuring that the Group operates in accordance with this policy. Responsibility is delegated to the relevant member of the executive team for implementing the principles and taking measures to achieve the targets.

### **REVIEW**

This policy, along with other related policies, sits within the remit of group Business Sustainability Policy, all of which are published on the Company web site ([www.mcbride.co.uk](http://www.mcbride.co.uk)). Policies are reviewed annually by the Executive Leadership Team.

**This policy was reviewed and approved by the ELT on 20<sup>th</sup> May 2015 and is signed on its behalf by:**

Rik de Vos  
Chief Executive Officer

Chris Smith  
Chief Finance Officer

Carole Barnet  
Company Secretary

Matthias Kreysel  
Chief R&D Officer