



Great Northern's Sustainable Packaging Solutions

Great Northern Corporation is an industry leader in the development and manufacture of sustainable packaging. Great Northern's environmentally friendly packaging options meet the needs of manufacturers and suppliers who seek to be socially and environmentally responsible.

Sustainability: A Definition

As applied to packaging, sustainability means reducing the amount of packaging, increasing the percentage of renewable materials and using less energy in manufacturing and shipping.

The 7 R's of Sustainable Packaging	1 – Remove Packaging	5 – Recycle(able)
	2 – Reduce Packaging	6 – Revenue (economic benefits)
	3 – Reuse Packaging	7 – Read (education)
	4 – Renew(able)	

The Situation

Large retailers such as Wal-Mart and Costco are implementing sustainability strategies that affect their suppliers' packaging decisions. These influential leaders are setting the ground rules for packaging improvements that will help preserve our environment and also result in cost savings.

Wal-Mart's "Packaging Scorecard"

In late 2006, Wal-Mart released a "packaging scorecard" to continue its commitment to reducing packaging across its global supply chain by 5 percent by 2013, helping Wal-Mart and its suppliers improve packaging and conserve resources.

Wal-Mart's packaging scorecard is a measurement tool that allows suppliers to evaluate themselves relative to other suppliers, based on specific metrics. These metrics are based on the 7 R's of Sustainable Packaging.

Great Northern's customers will be evaluating their packaging based on the following criteria, as outlined by Wal-Mart:

- 15% will be based on Green House Gases / CO₂ per ton of Production
- 15% will be based on Material Value
- 15% will be based on Product / Package Ratio
- 15% will be based on Cube Utilization
- 10% will be based on Transportation
- 10% will be based on Recycled Content
- 10% will be based on Recovery Value
- 5% will be based on Renewable Energy
- 5% will be based on Innovation

How it Works

To determine their packaging "score" based on the above criteria, Great Northern's customers will go to www.marketgate.com and enter in their packaging data. Their score will help them determine how they rate against their peers. Suppliers will receive an overall score relative to other suppliers, as well as relative scores in each category. This will allow suppliers to focus on specific changes to improve their overall score.

The Timing

On Feb. 1, 2007, Wal-Mart began a one-year trial period during which suppliers are able to input, store and track data, learning and sharing their results as desired. As of Feb. 1, 2008, Wal-Mart will begin using the packaging scorecard to measure and recognize its entire supply chain based upon each company's ability to use less packaging, utilize more effective materials in packaging, and source these materials more efficiently relative to other suppliers.

The Solution

Great Northern's products can help suppliers meet many of the above criteria. See the reverse side for details...

Great Northern Helps Customers Improve Their Packaging Sustainability By...

- Offering eco-friendly recycled, recyclable and reusable packaging solutions
- Utilizing effective design to achieve maximum product protection using the optimal combination of packaging materials
- Ensuring a partnership with a supplier that focuses on environmental stewardship, from management of renewable resources, to responsible manufacturing processes, to widespread recovery and recycling

• Helping achieve the 7 R's of Sustainable Packaging:

1 – Remove Packaging

- Great Northern's packaging specialists have the knowledge and expertise to work with customers to develop the most sustainable solution for their application, which can often result in using fewer packaging components to achieve the same degree of product protection

2 – Reduce Packaging

- Corrugated packaging allows significant source reduction by eliminating the need for overwraps and secondary packaging
- Over the years, Great Northern has learned to make stronger boxes using less raw material, leading to additional source reduction
- Our printing capabilities allow excellent print quality direct-to-corrugate, reducing the need to use additional labels on corrugated trays and containers

3 – Reuse Packaging

- Many Great Northern products can be reused in a closed-loop system
- Old corrugated containers are also turned into containerboard (63%), recycled paperboard (17%), tissue (1%), packaging and industrial converting (1%) and exports to other countries (17%)

4 – Renew(able)

- Corrugated is made from a natural, renewable resource – in fact, 49 percent more wood grows in U.S. forests than is harvested
- 93% of the wood fiber that goes into corrugated boxes comes from virgin fiber providers who follow Sustainable Forestry Initiative® practices
- Great Northern has installed a new corrugator glue machine that saves 30% or more on starch and energy needed to manufacture corrugated board

5 – Recycle(able)

- Great Northern recycles all of its box clippings from the manufacturing process
- Corrugated products are 100% recyclable and are easy to dispose of in existing recycling systems
- Waste corrugated may be recycled more than 5 times before its fiber becomes too weak for further use
- Corrugated material is biodegradable, made from a high percentage of recycled fiber and meets all environmental guidelines
- Corrugated is the most recycled form of packaging because corrugated containers have high value once they have been utilized in the supply chain
- 75% of all corrugated packaging is recovered and about 5/8 of that amount is put back into new corrugated containers

6 – Revenue (economic benefits)

- Corrugated is still the most economical packaging option to get your product to market
- The amount of corrugated used to ship a unit of domestic industrial production has decreased 19% over the past 10 years

7 – Read (education)

- Great Northern is committed to helping its customers identify and select the most appropriate environmentally responsible packaging solutions

Resources

- Wal-Mart's "Package Modeling": www.scorecardmodeling.com
- Site that helps product suppliers find packaging suppliers who can help them make improvements: www.marketgate.com
- The Sustainable Packaging Coalition: www.sustainablepackaging.org

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