

# Sustainability

Every Product Has a Story



SEE® is the trusted leader in sustainable packaging solutions. Responsibly balancing reliable protection and sustainability is mission critical for safe, secure product shipments, a robust bottom line, and the health of our planet. Our understanding, expertise and innovation in both protection and sustainability are second to none, with the widest range of solutions available.



SEE's five pillar framework is used to objectively measure the impact of both a product's carbon footprint and its circularity along the entire life cycle. Whether driven by social priorities, corporate goals, or regulatory compliance, minimizing ones impact on global warming and reducing environmental pollution are today's top sustainability imperatives. To understand a product's environmental impact, it's important to assess both its carbon impact and circularity.

## CIRCULARITY

The degree to which a given solution is sourced from, and contributes to, a sustainable ecosystem. More circular solutions minimize waste and thus minimize the potential for environmental pollution.

## CARBON IMPACT

The collective measure of greenhouse gasses released over the course of a product's entire fulfillment cycle. The smaller the carbon footprint, the lower the impact on global warming.

## SUSTAINABILITY PILLARS

### 1. Design

Optimally balances packaging performance with material usage.

**Key Performance Indicators:**

- Damage rate
- Packaging performance
- Material weight

### 2. Sourcing

The degree to which material usage is minimized and sourced sustainably.

**Key Performance Indicators:**

- Recycled content usage
- Renewable material usage
- Ethical sourcing

### 3. Production

Resources consumed to manufacture, pack and distribute a finished packaging product.

**Key Performance Indicators:**

- Weight per pack
- Carbon impact of material used
- Resources consumed

### 4. Transport

The larger and heavier a pack is, the more resources it takes to transport it.

**Key Performance Indicators:**

- Pack weight
- Pack size (volume)
- Shipping distance

### 5. Recovery

The degree to which a material is kept in circulation after its intended use.

**Key Performance Indicators:**

- Recyclability
- Reusability
- Compostability

From the very beginning of its design, to the moment it's recovered, every SEE packaging product has a sustainability story. And, we explain it every step of the way.

# Void-Fill Packaging Solutions

## Responsibly Balancing Sustainability and Protection

SEE® offers three distinct void-fill packaging solutions to meet not only the protection needs of your item to avoid damage during transit, but also your sustainability needs. When determining product protection, you can eliminate void with SEE’s innovative packaging designs. You can also minimize void with SEE’s line of automated packaging equipment which reduces the size and amount of packaging needed. Once damage risk has been addressed and void has been reduced as much as possible, it is important to assess the sustainability characteristics of the void-fill material.

Each packaging option combines protection with a variety of sustainability aspects that influence its overall circularity and carbon impact.

		CHOOSE THE PRODUCT THAT BEST FITS YOUR NEEDS						
		REDUCED CARBON IMPACT*	GREATER CIRCULARITY*	DESIGN	SOURCING	PRODUCTION	TRANSPORT	RECOVERY
	Inflatable air pillows AirPouch EarthAware®			Comparable performance to other air pillows, but with thicker film	Contains 95% PIR recycled content	Thicker films require more resources to produce but less than fiber	Maximizes transportation efficiency by shipping deflated	Most offerings recyclable via store drop-off, approved to carry How2Recycle label
	Inflatable air pillows Extreme			Higher performing than other air pillows, but with slightly thicker film	Offerings available with 95% recycled content (55% PIR + 40% PCR)	Thicker films require more resources to produce but less than fiber	Maximizes transportation efficiency by shipping deflated	Most offerings recyclable via store drop-off, approved to carry How2Recycle label
	Inflatable air pillows Extreme efficiency			Among the thinnest gauge films available	Offerings available with 50% recycled content (20% PIR+ 30% PCR)	Thin-gauge film requires less resources to produce	Maximizes transportation efficiency by shipping deflated	Most offerings recyclable via store drop-off, approved to carry How2Recycle label
	Paper void-fill			Comparable void-fill performance but heavier than inflatables	Certified fiber (SFI & FSC) sourced from 100% PIR recycled content	Higher weight per pack than inflatables means more resources needed to produce	More resources consumed to transport heavier materials compared to inflatables	Curbside recyclable

GOOD    BETTER    BEST  
 PCR – Post Consumer Recycled Content  
 PIR – Post Industrial Recycled Content

\* Illustrations are for relative comparison purposes only. Features represent configurations or options available within the overall category.



# Cushioning, Blocking and Bracing Packaging Solutions

## Responsibly Balancing Sustainability and Protection

SEE® offers six distinct light and medium cushioning packaging solutions to meet not only the protection needs of your item to avoid damage during transit, but, also your sustainability needs. To achieve the ultimate in product protection while reducing package size and weight, go with one of SEE's innovative packaging designs.

Each packaging option combines protection with a variety of sustainability aspects that influence its overall circularity and carbon impact.

CHOOSE THE PRODUCT THAT BEST FITS YOUR NEEDS										
	REDUCED CARBON IMPACT	GREATER CIRCULARITY	DESIGN	SOURCING	PRODUCTION	TRANSPORT	RECOVERY			
Bubble cushioning			High-performance cushioning with minimal materials	90% PIR recycled content offering available	Minimal material weight, but transported fully inflated	Inbound material ships fully inflated, but outbound packs are lightweight and well protected	Recyclable via store drop-off, approved to carry How2Recycle label			
On-demand inflatable cushioning			Highly versatile with best performance-to-weight ratio	Poly based	Minimal material required leads to less resources consumed per pack	Materials are inflated onsite, minimizing impact from inbound and outbound shipping	Recyclable via store drop-off			
Paper cushioning Propad			Sufficient protection, often requires more material than inflatables	Made from 100% PIR recycled content, SFI and FSC certified	Integrated paper mills allow for industry-leading resource efficiency	Adds more packaging weight than inflatables or foams	Curbside recyclable			
Fabricated foam Stratocell, Ethafoam			High protection with minimal material	100% PIR recycled content offering available	Minimal material required leads to less resources consumed per pack	Lightweight but shipped uncompressed	Not widely recycled; eligible for SEE's fabricator return program			
On-demand foam Instapak®			Best-in-class versatility and performance	Foam and poly based	Minimal material required leads to less resources consumed per pack	Ships condensed, minimizing added pack weight and size	Not widely recycled; eligible for SEE's foam return program			
Retention and suspension Korrvu®			High protection and versatility	Made from 95% natural fiber materials (corrugate)	More resources consumed than inflatables, but less than an all fiber solution	Often weighs more than equally performing inflatable cushioning options	Curbside recyclable			

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# AUTOBAG<sup>®</sup> Brand Automated Mailer Systems

## Responsibly Balancing Sustainability and Protection

SEE's industry-leading range of mailers offers the optimum packaging solution for shipping everything from clothes and apparel to sensitive medical equipment and electronics. Moving from a corrugated box to a mailer will often lead to lighter and smaller packs, which reduces the environmental impact by manufacturing and shipping less materials. Our cushioned mailer options ensure you can eliminate the corrugated carton and still maintain product protection. Our semi-automated and fully automated offerings are a great way to optimize labor.

Each packaging option combines protection with a variety of sustainability aspects that impact its overall circularity and carbon footprint.

CHOOSE THE PRODUCT THAT BEST FITS YOUR NEEDS											
	REDUCED CARBON IMPACT	GREATER CIRCULARITY	DESIGN	SOURCING	PRODUCTION	TRANSPORT	RECOVERY				
Bagging and printing - all-paper bag			Direct print eliminates need for shipping labels, reducing contaminants in recycle stream	Made from fiber based materials	Paper mailers use less materials and thus less resources than the boxes they often replace	Paper mailers are lighter and smaller than the boxes they replace thus they use less resources to transport	Curbside recyclable				
Bagging and printing - poly bag			Direct print eliminates need for shipping labels, reducing contaminants in recycle stream	Offering available with 57% recycled content (30% PCR + 27% PIR)	Poly based mailers use less materials and less resources than both boxes and paper-based mailers	Poly mailers weigh less than both boxes and paper mailers, reducing resources needed to transport	Most offerings are recyclable via store drop-off, approved to carry How2Recycle label				
Rightsize rigid corrugate mailer PriorityPak <sup>®</sup>			Automated rightsizing optimizes material usage	Made from fiber based materials	Mailers use less materials and thus less resources than the boxes they often replace	Paper mailers are lighter and smaller than the boxes they replace thus they use less resources to transport	Curbside recyclable				
Rightsize cushioned laminate mailer PriorityPak <sup>®</sup>			Automated rightsizing optimizes material usage	Poly based	Poly based mailers use less materials and less resources than both boxes and paper-based mailers	Poly-cushioned mailers replace bulky boxes and protective packaging, leading to smaller, lighter packs	Not widely recycled				
Rightsize poly bag mailer FloWrap <sup>™</sup>			Automated rightsizing optimizes material usage	Offering available with 52% recycled content (34% PCR + 18% PIR)	Poly based mailers use less materials and less resources than both boxes and paper-based mailers	Poly based mailers are the lightest mailer solution available, leading to smaller, lighter packs	Most offerings are recyclable via store drop-off, approved to carry How2Recycle label				

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For more information on SEE's sustainability commitment, visit [sealedair.com](https://sealedair.com).



# Mailer Packaging Solutions

## Responsibly Balancing Sustainability and Protection

SEE's industry-leading range of mailers offers the optimum packaging solution for shipping everything from clothes and apparel to sensitive medical equipment and electronics. Moving from a corrugated box to a mailer will often lead to lighter and smaller packs, which reduces the environmental impact by manufacturing and shipping less materials. Our cushioned mailer options ensure you can eliminate the corrugated carton and still maintain product protection.

Each packaging option combines protection with a variety of sustainability aspects that impact its overall circularity and carbon footprint.

		CHOOSE THE PRODUCT THAT BEST FITS YOUR NEEDS						
		REDUCED CARBON IMPACT	GREATER CIRCULARITY	DESIGN	SOURCING	PRODUCTION	TRANSPORT	RECOVERY
	Paper mailer with surface protection Jiffy® Utility			Surface protection and containment to eliminate bulky boxes	Made from 100% recycled content (PIR); SFI certified	Use less materials and thus less resources than the boxes they often replace	Lighter and smaller than the boxes they often replace thus they use less resources to transport	Curbside recyclable
	Return Ready paper mailer Jiffy® Return Ready			Surface protection and containment to eliminate bulky boxes; designed to be reused	Made from 100% recycled content (PIR); SFI certified	Use less materials and thus less resources than the boxes they often replace	Lighter and smaller than the boxes they often replace thus they use less resources to transport	Curbside recyclable
	Paper mailer with rigid protection Jiffy® Rigid			Surface protection and containment to eliminate bulky boxes	Made from 100% recycled content (PIR); SFI certified	Use less materials and thus less resources than the boxes they often replace	Lighter and smaller than the boxes they often replace thus they use less resources to transport	Curbside recyclable
	Padded paper mailer Jiffy® Padded			Built-in cushioning allows elimination of boxes and added protective packaging	Made from 100% recycled content (PIR); SFI certified	Use less materials and thus less resources than the boxes they often replace	Lighter and smaller than the boxes they often replace thus they use less resources to transport	Curbside recyclable
	Paper bubble mailer Jiffy® Paper Bubble			Built-in cushioning allows elimination of boxes and added protective packaging	Made from 25% recycled content (PIR)	Use less materials and thus less resources than the boxes they often replace	Lighter and smaller than the boxes they often replace thus they use less resources to transport	Curbside recyclable
	Cushioned paper mailer Jiffylite®			Built-in cushioning allows elimination of boxes and added protective packaging	Fiber portion of mailer (~80% by weight) is 100% recycled content (PIR)	Use less materials and thus less resources than the boxes they often replace	The paper outer material weigh more than a poly alternative but less than the boxes they often replace	Not widely recycled
	Poly mailer Jiffy® Shurtuff			Surface protection and containment to eliminate bulky boxes	Poly based	Use less materials and thus less resources than the boxes they often replace	Weigh less than both boxes and paper mailers, reducing resources needed to transport	Most offerings are recyclable via store drop-off, approved to carry How2Recycle label
	Cushioned poly mailer Jiffy® Tuffgard			Built-in cushioning allows elimination of boxes and added protective packaging	Poly based	Use less materials and thus less resources than the boxes they often replace	Weigh less than both boxes and paper mailers, reducing resources needed to transport	Most offerings are recyclable via store drop-off, approved to carry How2Recycle label
	Cushioned poly mailer with extreme protection Jiffy® Tuffgard Extreme			Built-in high performance cushioning allows elimination of boxes and added protective packaging	Poly based	Use less materials and thus less resources than the boxes they often replace	Weigh less than both boxes and paper mailers, reducing resources needed to transport	Most offerings are recyclable via store drop-off, approved to carry How2Recycle label

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# Surface Protection Packaging Solutions

## Responsibly Balancing Sustainability and Protection

While protecting from scratches, dents, and abrasions, SEE®'s ultra thin, high-performing solutions also minimize material usage and resources, and all are recyclable after use. With offerings that are inflated on-demand, sourced from 90% recycled content, or those with patented micro-layering technology, we have a solution to meet your needs.

Each packaging option combines protection with a variety of sustainability aspects that influence its overall circularity and carbon impact.

CHOOSE THE PRODUCT THAT BEST FITS YOUR NEEDS											
	REDUCED CARBON IMPACT	GREATER CIRCULARITY	DESIGN	SOURCING	PRODUCTION	TRANSPORT	RECOVERY				
Bubble cushioning			High-performance cushioning with minimal materials	90% recycled content (PIR) offering available	Minimal material weight	Inbound material ships fully inflated, but outbound packs are lightweight and well protected	Recyclable via store drop-off, approved to carry How2Recycle label				
Inflatable cushioning			Versatile, high performing solution with minimal materials	Poly based	Minimal material required leads to less resources consumed per pack	Materials are inflated onsite, minimizing impact from transportation	Recyclable via store drop-off				
Surface protection foams Cell-Aire and Cellu-Cushion			High protection with minimal material	Foam based	Minimal material required leads to less resources consumed per pack	Minimal material lessens impact from transportation	Recyclable via store drop-off				
Paper wrapping systems QuikWrap			Surface protection from a natural source	Kraft paper is FSC certified	More resource intensive than comparable synthetic solutions	Heavier materials increase impact from transportation	Curbside recyclable				
Shrink CRYOVAC® CT			Product visibility and high performance with minimal material	CT micro-layering technology enables high performance with less material.	Thin with less resources consumed per pack	Minimal material lessens impact from transportation	Recyclable via store drop-off, approved to carry How2Recycle label				

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# Temperature Assurance Packaging Solutions

## Responsibly Balancing Sustainability and Protection

Often the single most impactful way to increase the sustainability of something is to ensure it doesn't require replacement due to damage. The impact of damage is only magnified when it comes to perishable food or temperature-sensitive pharmaceutical applications. With so many food and medical items being shipped today, the need for circular solutions has never been greater. SEE® offers solutions that are sourced from 100% recycled content that are also curbside recyclable, as well as solutions that are reusable dozens of times over, eliminating the need to manufacture new materials each time something is shipped.

Each packaging option combines protection with a variety of sustainability aspects that influence its overall circularity and carbon impact.

CHOOSE THE PRODUCT THAT BEST FITS YOUR NEEDS									
	REDUCED CARBON IMPACT	GREATER CIRCULARITY	DESIGN	SOURCING	PRODUCTION	TRANSPORT	RECOVERY		
			<p>Combines fiber based cushioning with light duty insulation</p>	<p>Sourced from 100% recycled content (PIR)</p>	<p>Heavier pack weight and thus more resources required than other non-fiber options</p>	<p>Heavier packs require more resources to transport than non-fiber options</p>	<p>Curbside recyclable</p>		
			<p>Combines fiber based cushioning with light duty insulation</p>	<p>Sourced from 25% recycled content (PIR)</p>	<p>Heavier pack weight and thus more resources required than other non-fiber options</p>	<p>Heavier packs require more resources to transport than non-fiber options</p>	<p>Curbside recyclable</p>		
			<p>Best in class versatility and performance</p>	<p>Foam and poly based</p>	<p>Minimal material required leads to less resources consumed per pack</p>	<p>Ships condensed which minimizes inbound transportation impact</p>	<p>Not widely recycled; eligible for SEE's foam return program</p>		

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# Bagging and Containment Packaging Solutions

## Responsibly Balancing Sustainability and Protection

Today, everything from loose food items to automotive hardware needs to be contained for both e-commerce fulfillment and for retail shelf presentation. Our range of high-performance packaging solutions provide protection and efficiency balanced with circularity. All containment packaging formats in the SEE's portfolio have solutions that are recyclable and many are sourced with recycled content. Our brand offerings are not only a great environmental choice, but also help save on packing labor.

Each packaging option combines protection with a variety of sustainability aspects that impact its overall circularity and carbon footprint.

		CHOOSE THE PRODUCT THAT BEST FITS YOUR NEEDS							
		REDUCED CARBON IMPACT	GREATER CIRCULARITY	DESIGN	SOURCING	PRODUCTION	TRANSPORT	RECOVERY	
	<b>Shrink CRYOVAC® CT</b>			Product visibility and high performance with minimal material	CT micro-layering technology enables high performance with less material.	Thin, yet high-performing, films allow for gauge reduction and thus fewer resources consumed per pack	Minimal material lessens impact from transportation	Recyclable via store drop-off, approved to carry How2Recycle label	
	<b>Pre-made bags SidePouch</b>			High performing, thin gauge materials	Offering available with 57% recycled content (30% PCR + 27% PIR)	Thin, lightweight films use fewer resources than the bulkier, cartons and thus fewer resources consumed per pack	Minimal material lessens impact from transportation	Most offerings are recyclable via store drop-off, approved to carry How2Recycle label	
	<b>Stand-up pouches</b>			High performing, thin gauge materials	Poly based	Thin, lightweight films use fewer resources than the bulkier, cartons and thus fewer resources consumed per pack	Minimal material lessens impact from transportation	Not widely recycled	
	<b>Cartoning film StealthWrap™</b>			High performing, thin gauge materials	Poly based	Thin, yet high-performing, films allow for gauge reduction and thus fewer resources consumed per pack	Thin films weigh less than the boxes and mailers they replace, reducing the environmental impact from transportation	Recyclable via store drop-off, approved to carry How2Recycle label	

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