

# Climate-neutral packaging



# Climate-neutral packaging is an important element of your climate conservation strategy

## Our shared goal: climate-neutrality

**Are you with us? The formula we follow is “avoid – reduce – offset”.**

Closed cycles, avoiding waste in packaging development and production, and process and energy optimisation, lay the foundations for manufacturing climate-neutral packaging. Extensive expertise is required at all points in the value chain to ensure that this focus on sustainability creates genuine benefits for the environment.

As a packaging manufacturer, we avoid and reduce CO<sub>2</sub> emissions, for example by ensuring that transport routes between us and our suppliers are as short as possible. We previously conducted a thorough analysis to create transparency about the resources used throughout the company. This significantly raised awareness, and opened up new opportunities for optimisation.

CO<sub>2</sub> emissions that are unavoidable, or can only be avoided at prohibitively high cost, can be offset by financing high-quality projects. The additional costs incurred amount to just 0.3% of the sale price of the packaging solution.

## Sample calculation: CO<sub>2</sub> calculator

### Carbon footprint breakdown

	[kg CO <sub>2</sub> e]	[%]
Calculation	326,7	100
Paper consumption	109,6	33,5
Chemicals / additives	2,8	0,9
Corr. board manufact. machines	1,7	0,5
Conversion machines	208,5	63,8
Inks	1,8	0,6
Delivery: road	2,3	0,7
<b>Result</b>	<b>326,7</b>	<b>100</b>
Margin of error (10%)	32,7	
<b>Total result</b>	<b>359,4</b>	



## Your benefits at a glance

### You are an important climate conservation partner:

For your customers, who are increasingly selecting partners on the basis of climate conservation criteria.

### You cut your carbon footprint:

By using climate-neutral packaging solutions from corrugated board, you reduce your company's carbon footprint and boost your competitive advantage.

### Full transparency:

Having entered your unique ID number on [www.climatepartner.com](http://www.climatepartner.com) you and your customers can examine the greenhouse gas emissions generated by packaging production, and how they are offset.

For further information, please e-mail us at [info.ch@modelgroup.com](mailto:info.ch@modelgroup.com) or get in touch with your Model contact. For more information on climate conservation projects, please visit [www.climatepartner.com/en](http://www.climatepartner.com/en) > **Services** > **Carbon offset projects**

## Emission offsets

Emission offsets, also known as carbon offsets, enable Model to offer climate-neutral packaging. You select a climate conservation project from an extensive portfolio of schemes that offer the highest standards and the latest technologies. Full transparency is assured because each PCF label bears an order-specific and thus unique ID number. You can enter this ID on [www.climatepartner.com](http://www.climatepartner.com) and see for yourself how climate neutrality works. Your partners, customers and staff can check precisely what volume of greenhouse gases have been generated in the manufacture of your packaging solutions, as well as the climate conservation project that you have selected to offset them.

## Climate conservation projects

Climate conservation projects may be systems for generating renewable energies, such as wind power, or for storing CO<sub>2</sub>, such as reforestation, which make a demonstrable contribution to reducing greenhouse gases. Projects must satisfy other strict criteria in addition to saving CO<sub>2</sub>. For example, they must be reliant on the additional funding generated by trading in emissions certificates, and they may not be included in figures on the attainment of national climate conservation targets.

## Closed paper cycle: optimum energy efficiency

The Model Group has two paper factories in Switzerland, which together produce around 365,000 tonnes of containerboard (testliner and corrugating medium) each year on the basis of recycled paper. Every day, over 1,000 tonnes of waste paper arrive at the operations centres of the paper plants in Weinfelden and Niedergösgen. With the system known as Model Recover, Model closes the cycle from waste paper to recycling, and on to new and intelligent packaging solutions that are manufactured using innovative methods.

## Short transport routes

Our paper factory in Weinfelden is located directly adjacent to Model AG's containerboard production facility, and is its principal supplier of papers used in the manufacture of corrugated board. The majority of the energy (steam) required for paper production is drawn from the Weinfelden waste incineration plant. Biogas is also used additionally for heating.

## CO<sub>2</sub> calculator

Model AG joined forces with climate conservation consultants ClimatePartner to develop a web-based CO<sub>2</sub> calculator. Based on a dynamic mathematical model, it incorporates all of the relevant factors to establish a Product Carbon Footprint (PCF) right through to distribution (cradle-to-gate). The Calculator efficiently works out the greenhouse gas emissions associated with each order for corrugated board packaging, and presents them transparently.



Corrugated board is a resource-efficient product. Recycling paper fibres means that the raw material can be reused six or seven times. The Product Carbon Footprint (PCF) further enhances Model AG's range of innovative yet efficiently produced packaging solutions.

## Model plants in Switzerland



## The Model Group

The Model Group develops, produces and delivers intelligent, innovative, high-value packaging solutions using cardboard and corrugated board, ranging from simple transport packaging to chocolate and perfume boxes with sophisticated finishes. The Group consists of 11 companies in seven countries. The main markets include Germany, Switzerland, the Czech Republic, Poland, Benelux, Austria, France, Slovakia, Croatia, Slovenia, Hungary and Bosnia-Herzegovina. The head office is located in Weinfelden, Switzerland.

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