

SUSTAINABILITY

Our SmartLife™ approach reflects:

- **Supporting the communities where we do business, creating a safe and diverse workplace, minimizing our environmental footprint and providing value for our customers and shareholders**
- **Improving efficiencies at all stages throughout the supply chain**
- **Using smart tools to develop ideas and solutions that spread sustainable value throughout the entire life cycle of our customers' products**
- **Creating ideas and innovations that present sustainable solutions to our customers and the world**



Part of our SmartLife™ commitment is to deliver value to our customers throughout the entire product life cycle by offering greater performance, expertise and collaboration as part of a total solutions approach.

SMART - Smart people making smart choices

LIFE - Delivering value through the entire life cycle

We focus on three key platforms for our products and our customers' sustainability needs:

1. **Product Performance** - in the technology and quality of our manufacturing, the high-performance design of our products and through the amount of waste our products reduce
2. **Expertise** - use of internal expertise, such as food science and packaging labs, and modeling tools, such as life cycle assessments, to help us and our customers make informed decisions
3. **Collaboration** - remain a committed partner through one-on-one consultation and industry engagement

We aim to provide packaging technology that prevents waste. Product waste and energy usage are vital to consider when addressing the environmental impact of packaging. If the product inside the package is wasted, the environmental impact is more pronounced. In fact, in many cases, it takes significantly more resources to make a product than the packaging used to protect it.

Our commitment to sustainability is rooted in our drive to eliminate the information obstacles our customers, and their customers, face. We aim to help them make smart choices each and every day.



PRODUCTS THAT PROVIDE VALUE

Through our technology, innovation and manufacturing, we have introduced new products that enhance sustainability without sacrificing performance.

We apply life cycle thinking and assessment to evaluate environmental impacts and performance. It is not just about the life cycle of our product, but also about the life cycle of the products it packages and protects.

VALUE THROUGH THE ENTIRE LIFE CYCLE



Within Our Manufacturing

We have set goals of zero-to-landfill for our scrap raw material and to reduce energy and greenhouse gas intensity by 10% and 20% respectively by 2015 (based on baseline 2006).

Selection of Materials

We are looking at ways to increase the use of pre-consumer and renewable content.

- FasFil™ system is the industry's first 100% recycled paper-based void fill solution
- Bubble Wrap® cushioning is available with 50% pre-consumer recycled content and Ethafoam® HRC products have a minimum 65% recycled content
- NatureTRAY™ foam trays are made from 100% plants and compostable

Optimize Material Use

Through our technology, innovation and manufacturing, we have introduced new products without sacrificing performance.

- Cryovac® CT-301™ is up to 50% thinner than alternatives
- High implant medical packaging reduces package size by more than 50%

How It Performs

The ultimate goal is to reduce waste that comes in the form of food spoilage or products that are damaged during transportation. We also seek to minimize the environmental impact of the packaging process through performance features such as reduced cube size or products that inflate on-site.

- Cryovac® Mirabella™ case-ready packaging format occupies 30% less space than regular MAP packages and extends shelf life of fresh meat
- Instapak® foam inflates up to 20 times on-site, reducing the amount of energy needed to ship and store the product

End of Life

Our number one goal regarding waste has always been, first and foremost, to produce less of it. This has been closely followed by identifying ways to recycle and reuse it. And today, we are increasing our focus on new solutions — such as composting and energy recovery projects through incineration.



EXPERTISE THAT MAKES A DIFFERENCE

A key aspect of our SmartLife™ approach is applying life cycle thinking and the right internal resources to help us and our customers make informed decisions.

Our SmartLife approach involves the industry's broadest consultative experts and analytic tools.

Smart People – experts in food and material science, Life Cycle Assessments and process/supply chain that work passionately on developing solutions that maximize our customers' sustainability positioning each and every day.

Smart Tools – Industry-leading tools and resources designed to help our customers make smart sustainability decisions and a global network of development labs that deliver packaging solutions that meet our customers' demands.

Smart Thinking – Life Cycle Approach

Life cycle thinking provides the framework to evaluate all types of environmental impacts at all life cycle stages of a product – and the products our products package and protect.

Without taking a holistic view of a product's life cycle, there is a risk of minimizing the environmental impact at one stage of the life cycle that results in compromising performance in other areas – leading to potentially negative environmental impacts when evaluating the product life cycle. Our priorities for doing this include:

1. Extend shelf life and reduce product damage along the supply chain
2. Reduce/remove packaging while maintaining performance
3. Reduce volume and improve cube utilization
4. Provide packaging formats that ensure highest performance level

What is Life Cycle Assessment?

Life Cycle Assessment (LCA) is a method of evaluating the environmental impacts of a product or process – from sourcing, manufacturing, distribution, use and end of life.

SmartLife™ Approach in Action

Sealed Air consulted with a seafood manufacturer to provide a more sustainable packaging format for their 150g smoked salmon product and to provide insight on optimizing processes to reduce the carbon footprint.

Our Life Cycle Assessment identified packaging weight and hot spots in the supply chain as opportunities for reducing our customer's carbon footprint. The alternative package we recommended, Cryovac SlicePak®, provided equal performance and reduced packaging weight by 80% and total carbon footprint by 20 percentage points.

COLLABORATION THAT DRIVES SUSTAINABLE IDEAS

Our SmartLife™ approach ensures that we manage the impact of our products responsibly throughout their life cycle. We recognize that only through collaboration can we fully achieve our SmartLife goals.

Through one-on-one engagement and industry collaboration, we remain a committed partner for implementing packaging solutions. We engage regularly with customers, suppliers, NGOs and governing regulatory bodies.



ACTIVE ENGAGEMENTS

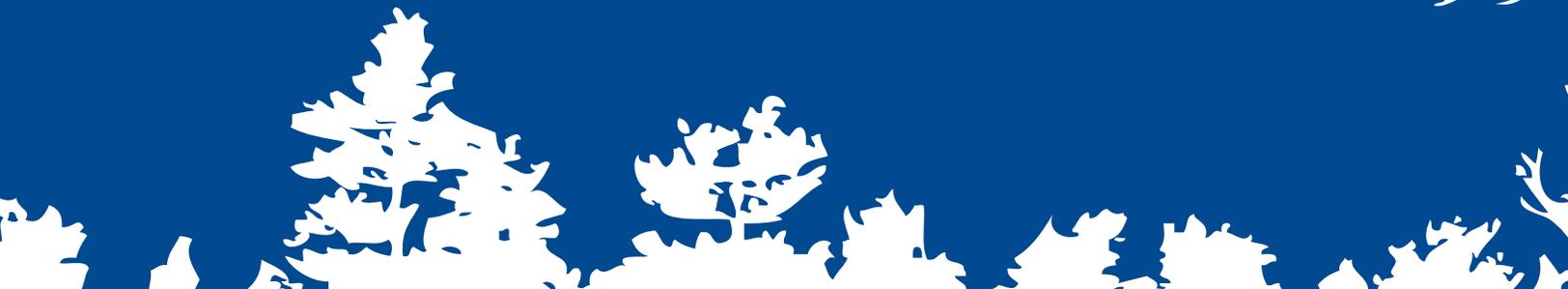
We collaborate with many organizations including: the Flexible Packaging Association, the Sustainable Packaging Coalition, the World Economic Forum, the Consumer Goods Forum, the International Standards Organization, the International Safe Transit Association, EUROPEN and the China Packaging Federation.

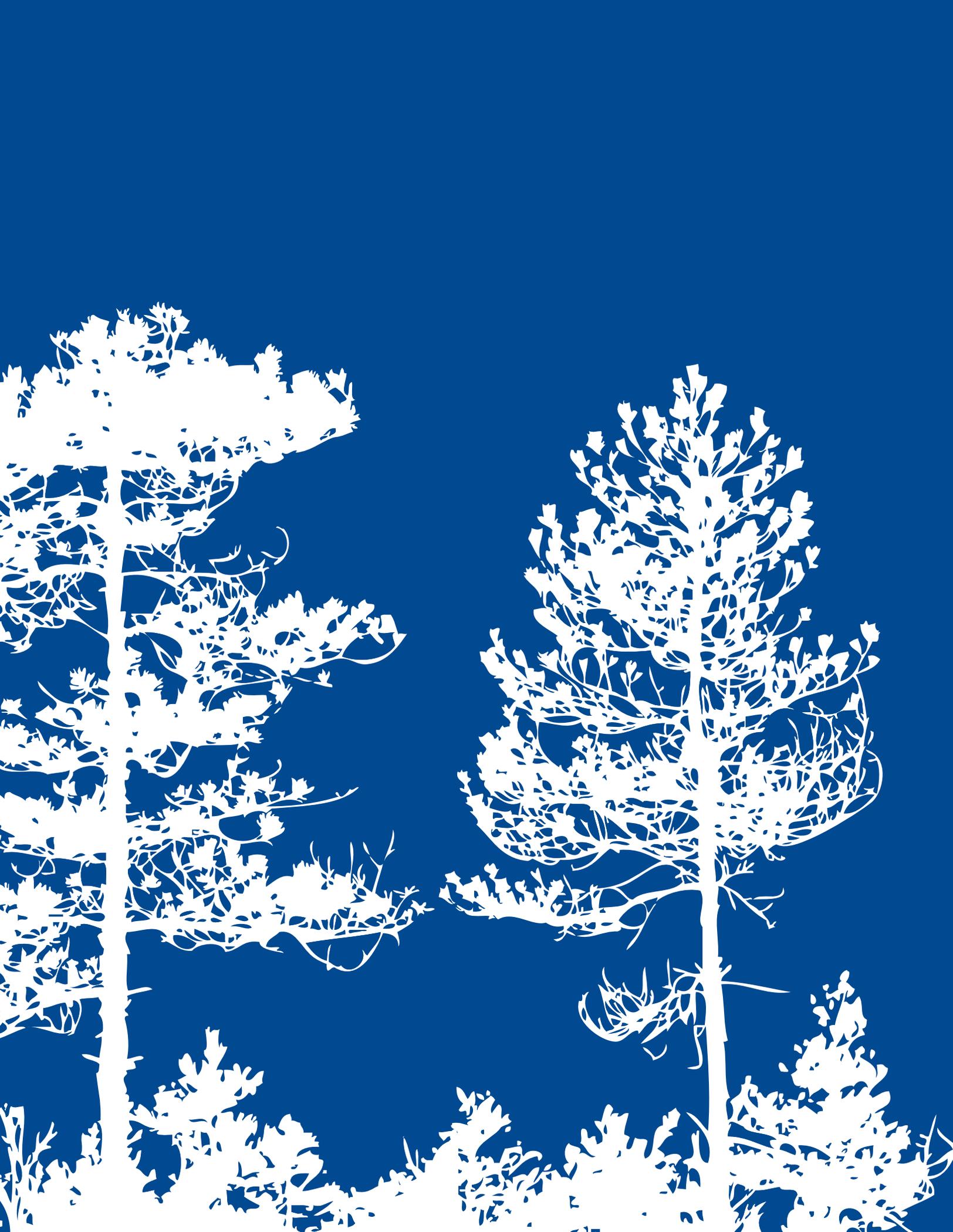
PACKFORUM®

Sealed Air's three Packforum customer innovation and learning centers are facilities where we collaborate with customers to better understand the complex needs of local food processors, packers and retailers. Located in the U.S. (Atlanta), France (Paris), and China (Shanghai), each facility is designed to generate new ideas, stay current on trends and identify new sustainable ways to package, handle and present food.

DESIGN & DEVELOPMENT LABS

We have an extensive worldwide network of Food Science Package Design & Development Centers. This network of facilities is fully staffed with packaging experts that test and evaluate packaging solutions designed specifically to meet customers' needs and reduce waste. Since 2000, our Design & Development Labs have eliminated more than 20 million pounds of excess packaging.







Distributed By:



Our Products Protect Your Products®

Corporate Office: Sealed Air Corporation,
200 Riverfront Boulevard, Elmwood Park, NJ 07407 www.sealedair.com
® Reg. U.S. Pat. & TM Off. © Sealed Air Corporation (US) 2010. All rights reserved. Printed in the U.S.A.
The "9 Dot Logo and "Sealed Air" are registered trademarks of Sealed Air Corporation (US).