

Sustainability packaging guidelines Roll out

Our sustainability strategy is to " ENHANCING THE WELLBEING OF PEOPLE AND THE PLANET THROUGH CREATIVITY" to **reduce our environmental impact** and **increase our social impact**.

Packaging is material to our business and the part of our products that we can have the most influence on. We have created guidelines to ensure that we **REMOVE, REDUCE, REUSE OR RECYCLE** our packaging wherever possible.

THE STARTING POINT

We will remove unrecyclable packaging and unnecessary packaging where applicable. To do this, we will be analysing all the materials in our secondary packaging.

Our primary packaging is still a concern. However, due to the nature of our products will be a far longer process including testing.

EVERY STAGE OF THE PACK'S LIFE NEEDS TO BE AS SUSTAINABLE AS POSSIBLE

We want to ensure that our packaging comes from a good place. We need to make sure it is responsibly sourced, for example, FSC for all our paper and wood materials. The packaging needs to add value, and it should go to a good place and not landfill.

These guidelines are to ensure that we monitor each aspect of the packaging's lifecycle.

We have presented the guidelines across the business; and it will help our NPD & procurement teams to have a starting point when packaging our products.

GOOD DESIGN PRACTICE

- Make it easy for the consumer to recycle.
- Make it easy for the recycler to recycle (make packaging out of single materials)
- No use of unnecessary or excess plastic/packaging.
- The packaging should be the minimum necessary to fit the products.
 - WE DO NOT PACK AIR
 - WE DO NOT MOVE AIR
 - WE DO NOT SELL AIR

The guidelines are in line with the SDG's (Sustainable development goals) Goals, 12, 13 & 15



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



To ensure sustainable consumption and production patterns



13 CLIMATE ACTION



To take urgent action to tackle climate change and its impacts



15 LIFE ON LAND



To sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss



If you would like to read the full presentation click [here](#), if you have any questions please contact sustainability@colart.co.uk