



High Q Packaging

Edelmann Group

P r e s s r e l e a s e

Climate-friendly Packaging Concepts:

Edelmann and the German Printing and Media Industries Federation develop a new service for climate-friendly packaging

Edelmann customers can now document their commitment to the environment with the new logo „ Packaging CO₂ compensated“ / board from certified and sustainably managed forests

Heidenheim, November 2009. In the competition for environmentally friendly customers, brand owners are placing new requirements on packaging. Sustainable packaging concepts with an optimal combination of economy and ecology are in demand. “The request for environmentally friendly concepts is strong. For many companies the focus is no longer just on conserving resources. The whole packaging manufacturing process should be climate-friendly, i.e. with a harmonious carbon dioxide balance. That is exactly what Edelmann’s customers are able to document on their packaging with a new logo”, explains Klaus Dirk Breitbach, Managing Director of the Edelmann Group.

Edelmann is the first folding carton manufacturer who offers its customers the logo „Packaging CO₂ compensated“. The consumer is thus given an important indication of the climate-friendly production of the folding carton. As a partner of this climate initiative of the German Printing and Media Industries Federation and First Climate, Edelmann as the first company, together with the federation developed such a logo especially for the folding carton industry.

The way to the new logo

In order to meet the high demands of a harmonious carbon dioxide balance, Edelman has first of all determined its own carbon dioxide footprint. In doing so, Edelman captures all relevant carbon dioxide sources, from the printing machines to the finishing machines and the carbon dioxide emissions from transport or from the employees' commutes to work. On the basis of this data, it is possible to determine the individual carbon dioxide emissions for each order via a complex software programme.

The German Printing and Media Industries Federation is Edelman's partner during the implementation of this service. Edelman, together with the Federation, is the first folding carton manufacturer to transfer this climate initiative to the complex folding carton production. One of the most notable results of this successful partnership is, in particular, the climate calculator, the software programme that calculates the customer-/order-specific carbon dioxide emissions. Knowing the exact amount of these emissions enables Edelman customers to specifically and sustainably fund corresponding climate projects to compensate for their carbon dioxide emissions. These climate projects are realised through certificates by First Climate, one of the leading companies in European emission trading. Environmentally conscious brand owners can thus document their commitment with a logo on the packaging that states "Packaging CO₂-compensated".

Sustainability is established in the corporate strategy

For decades sustainability has been a core component of the Edelman Group's entrepreneurial approach to thinking and acting – even if this term has only just recently been used. The Edelman Group's latest environmental report includes a chronology of the company's achievements. The report was reissued with the ecological

key figures for 2008 and data for all factories. Thanks to the use of board as raw material, the manufacture of folding cartons follows the principle of sustainability per se. As a result of FSC and PEFC certification of the Heidenheim site and most recently also Edelman France – La Spic in Pontoise, Edelman can offer its customers board sourced exclusively from certified and sustainably managed forests for the manufacture of folding cartons.



Caption: Edelman customers can now document their commitment to the environment with the new "Packaging CO₂ compensated" logo.

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