

To: Samuel Figueroa[sfigueroa@bwhittle.com]
From: Leonard,Andrew,US-Solon[Andrew.Leonard@us.nestle.com]
Sent: Mon 5/1/2023 1:33:06 PM (UTC-04:00)
Subject: RE: 5 Value Pillars of B+W Packaging Sustainability

Sam,

I would agree that B&W really excels in being experts in the printing process and comes up with novel solutions there. I have certainly learned a lot in this journey from Andy and appreciate the education element.

We do need to be cognizant of a 6th and 7th element, which is cost and quality. Cost is usually a sticking point for moving to more sustainable materials and quality is paramount in new material start-ups.

Andrew Leonard

Nestlé USA | Senior Packaging Specialist | TAG Packaging Optimization

From: Samuel Figueroa <sfigueroa@bwhittle.com>
Sent: Monday, May 1, 2023 10:47 AM
To: Leonard,Andrew,US-Solon <Andrew.Leonard@us.nestle.com>
Subject: 5 Value Pillars of B+W Packaging Sustainability

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Hi Andrew, Happy Monday, I hope you are doing well!

I'd love to get some feedback on a recently crafted value document. This exercise came out of a request to summarize what is our Top 5 value offering to our customers, relating to sustainability. Would love your take to see if we are on target or missing some key opportunities to improve. Here's what we came up with:

At Brook + Whittle we focus on delivering value with our e-friendly flexible packaging and labels that do not pollute the recycling stream, and do not compromise on quality. As a leader in our industry, we help keep your brand fresh and relevant to savvy consumers. Here are some of the ways our customers benefit:

1. Material Selection: B+W works with our packaging suppliers to source flexible packaging and label materials that are more sustainable, including those made from mono-materials, recycled materials, plant-based plastics, and compostable materials.
2. Light-weighting: We are focused on reducing the amount of material in our labels and flexible packaging through "light-weighting" techniques. By using thinner, lighter materials, we help reduce the amount of waste generated and decrease the carbon footprint in your packaging.
3. Recycling: Our mono-materials offer consumers the opportunity to recycle with How2Recycle drop-off stores that connect consumers with reprocessors through grocery store drop-off locations. For labels, our materials, inks, and coatings allow for 100% recycling at curb side for both shrink sleeves and pressure sensitive labels.
4. Optimize Sustainable Packaging Design: B+W Design+ can assist in helping you craft the right product upfront. As we consider your host package, we can provide multiple sustainable materials and actual product examples to support your packaging engineers to ensure the final product is a e-friendly product.
5. Education: We are happy to set-up group educational conferences to review the impact of various solutions we offer. Sustainability is a moving target that is always evolving, but we have a sustainability team that can do a deep dive into understanding environmental impact based on the most current cutting-edge solutions available. We can also assist in conducting a lifecycle analysis of your packaging.

Again Andrew, I'd be interested to get your thoughts on how this aligns with what you value?

All the best,

Samuel Figueroa
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