

A European Plastics View on the Environment and Media

7-5-08

More than Just Packaging

- The Amaray Case is not considered to be Packaging by the consumer but an integral part of the product.
- The Case may Stay with the product for 10 years or more.

EU and WRAP Policy on Packaging and the Environment

Focus on what is called the 3 R's

- Reduce Down weighting programs
- Recycle Aluminium Cans
- Reuse Glass and Plastic refillable bottles

EU and WRAP Policy on Packaging and the Environment

Focus on what is called the 3 R's

- Reduce

Amaray case weight 30%
Red Tag security system,
No EAS / RFID Labels
5% of the material of Safers

- Recycle



Amaray Case designed for recycling, one material
PP construction with recycling logos
PP Can be recycled many times
European recycling directives and targets in place

- Reuse



Red Tag can be reused hundreds of times, and
maximises sales while reducing retail costs

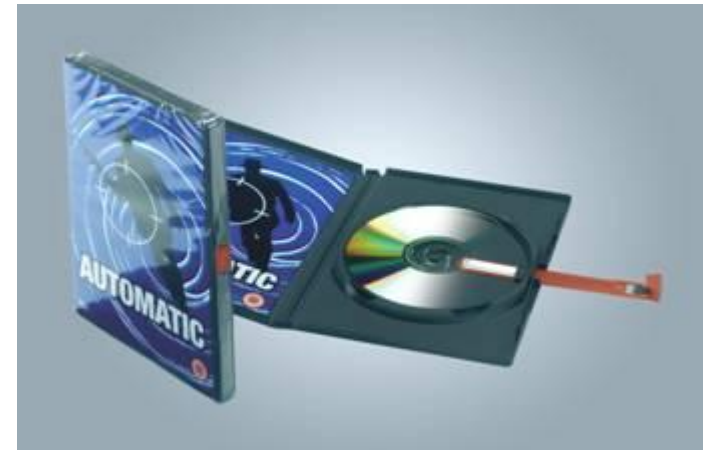


Recycling needs Non Contaminated waste streams

- Plastic PP must conform to legal Directives and Standards
 - EU Waste Directive
 - EN 71 Toy Standard
- Sadly a large % of Black DVD cases do not
- Case Manufactures have been under huge pressure to give lower pricing, when PP costs have escalated.

The ideal Case

- One Piece Mono Construction
- Tough and Durable
- Automation
- Red Tagable
- Recycled



And if it could be Biodegradable, whilst still retaining all its recycling credentials