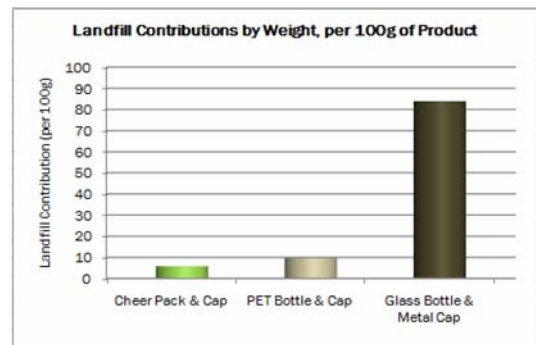
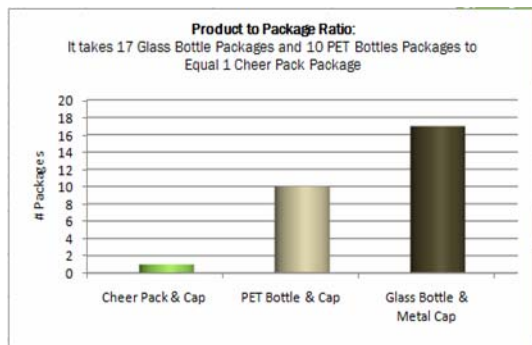


Cheer Pack: A Sustainable Alternative

Sustainability is a broad concept that promotes source reduction (using less material) and the recovery of material throughout the life cycle of a product to better ensure healthy living standards. By using less and reusing more, source consumption and landfill buildup will decline, recycling and recovery will increase.

From a sustainability standpoint, Cheer Pack tells a very good story when compared with competitive PET bottles and glass containers*:

- Cheer Pack's flexible construction significantly **reduces greenhouse gases** released and petroleum consumed during the transport of unfilled packaging from package converter to filling operation.
- Per 100g of product, use of glass containers packaging results in **14 times** more landfill material by weight than the Cheer Pack.
- Per 100g of product, Cheer Pack presents **93%** less packaging weight than glass containers and **39%** less packaging weight than PET bottles.
- Cheer Pack presents a **17:1** product-to-package advantage over glass containers and **10:1** product-to-package advantage over PET bottles.



Cheer Pack's **recyclability** is important to the end user. Cheer Pack is made from an outer layer of polyester that is reverse printed. This structure is then laminated to a thin aluminum sheet for shelf life and barrier properties. The inside layer is polyethylene which is used to seal the pouch together.

- Cheer Pack's **high calorific value** allows the user to regain energy during incineration.
- Cheer Pack can be recycled through second life alternatives or where facilities exist.
- Cheer Pack North America is currently in research & development to create an additive to make the film **environmentally degradable**.