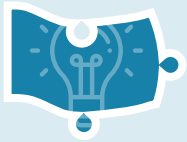


AMERIPEN'S SUSTAINABILITY PRINCIPLES

Representing the packaging value chain, **AMERIPEN** believes our primary role is to optimize the value of packaging while minimizing any associated social, environmental, and economic challenges. Using a materials management lens, discarded packaging can be managed at the end of its life while optimizing product protection thus reducing waste and maximizing resources.

The packaging industry remains committed to advocating for progressive, proactive, and evidence-based strategies to advance sustainable packaging systems.

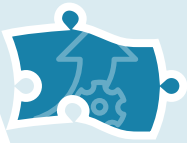
To advance that objective, we apply the following principles:



Innovating

Packaging innovations have had positive impact on food, medical access, and hygiene. The conveniences taken for granted today would not have been possible without packaging. However, today's packaging must consider how we optimize the system to ensure safe delivery in emerging distribution while enhancing the sustainability of resources through full recovery and reuse or repurposing. Balancing innovation with recovery strategies is the ideal approach.

*In order to advance a sustainable packaging system, **AMERIPEN** commits to support and promote innovations across the packaging value chain--from raw material and design to recovery and end markets.*



Optimizing

Fit for purpose packaging design requires evaluating materials and formats to address the unique demands of the product and its distribution chain. As packaging is designed for new delivery needs, complexity can increase but must be sustainable in a system that balances needs with cumulative impact.

***AMERIPEN** seeks to optimize packaging materials while minimizing negative environmental impacts across the packaging value chain from raw material to design and to end of life management.*



Educating

Understanding the value of packaging and how best to use and recover it, is essential to ensuring sustainable supply chains. Informed communication with consumers, legislators, and the packaging value chain drives solutions to improve use, reuse, and perception.

***AMERIPEN** drives initiatives that help close the knowledge gap between supply chain partners so we can collectively advance a systems perspective of packaging sustainability.*

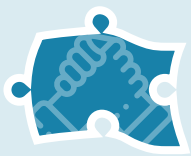
AMERIPEN'S SUSTAINABILITY PRINCIPLES



Advocating

Government and advocacy groups have an important role to play in creating a mutually beneficial opportunity to protect human and environmental health. We work alongside government, non-profits, peers and other stakeholders to design policies and solutions that create the optimal environment for human and environmental health.

AMERIPEN advocates for progressive, proactive, and evidence-based policies and strategies to advance sustainable packaging systems.



Collaborating

We cannot tackle issues such as climate change, waste, or ocean health in isolation. These challenges are interlinked with other challenges and engage a wide swath of stakeholders. We must work at a systems level to understand and recognize how one action can create opportunity or challenge for others. Only by working together can we advance solutions to our greatest collective challenges.

AMERIPEN collaborates with stakeholders across the packaging value chain to advance packaging sustainability.



Transparency

To be effective, collaboration requires transparency. In the progress towards sustainable packaging systems there will be times we don't all see eye-to-eye but taking the time to explain why actions were taken and what some of the challenges and limitations may be behind further action goes a long way towards effective dialogue and collaborative solutions.

AMERIPEN seeks transparent dialogue amongst all stakeholders. We recognize that open dialogue about successes and challenges will help explore unintended consequences and uncover valuable solutions necessary to advance a sustainable packaging system.

Packaging plays a vital first line of defense role in ensuring the protection and quality of consumer goods across the entire value chain as they are manufactured, transported, stored, handled and consumed. By preserving and extending the life of food, dispensing essential medicines, protecting products from damage and helping enable e-commerce in a remote world, well-designed packaging is an essential tool in communicating and protecting our health and safety. Packaging material must be recovered afterwards to ensure no littering or pollution – we need to get it back to be recycled, recovered and reused. Packaging is a dynamic and valuable part of the U.S. economy, with the industry accounting for nearly \$538 billion in total economic output.