Position for all new product packaging:

From 1st May 2020; As a minimum we commit to not accepting new (and changed) products in non recyclable rigid* packaging or where the packaging is excessive (for all products not already inducted).

**Principles**

- Remove unnecessary and/or Reduce excess plastic/packaging
- Packaging needs to fit the product effectively (through the eyes of a customer)
- Rigid* packaging must be widely recyclable via kerbside in the UK
- No red materials (exemptions apply including bottle cap colours – please speak to the Packaging team for advice)
- Flexible packaging (films bags, pouches) to use Polyethylene (PE) where possible/practical
- Use of amber (controlled) materials must be approved via the packaging team
- Lidding film, where possible on PET pot, tub, tray or punnet use welded PET
- Incorporate recycled content where possible
- On pack recycling information to advise customers must be present
- Don’t move, store or pack air – including delivering shelf & pallet efficiency of >90% for secondary packaging through the use of one of our preferred box sizes

*Rigid packaging refers to box, bottle, jar, can, pot, tub, tube, tray and punnet formats