

# Improve environmental performance and profits too!

## PackRight

DS Smith Packaging, the UK's foremost manufacturer of recycled corrugated packaging, uses its wide ranging PackRight tools to:

- Take cost from your supply chain and add in value
- Specify optimum materials for their purpose
- Help drive your sales by satisfying consumers and retailers alike
- Design packaging for effective recycling.

## Environmental Value Chain **evc**

Sevenside Recycling, an integrated waste management company aligned to providing customers with landfill diversion strategies, uses its Environmental Value Chain tools to:

- Drive out environmental costs from your supply chain
- Minimise non value waste streams
- Highlight true environmental costs of purchasing decisions
- Adopt a strategy to work towards zero waste.

This is cradle to cradle. With corrugated packaging, fibres can be back on the shelf within 14 days of disposal – the virtuous circle carries on and on and on, providing cash and carbon benefits.



## Analyse then optimise

How can I.....

- Improve sales, maximise consumer appeal, yet reduce our carbon footprint?
- Take cost out of the packaging supply chain right through to disposal?
- Design packaging to make waste handling easier?
- Ensure compliance with all the environmental legislation?
- Develop a sustainable, innovative and long term waste management strategy?
- Tap into a totally reliable collection and waste processing infrastructure?
- Reduce waste management costs?
- Develop a better understanding of our packaging's carbon footprint?

These are just some of the questions we think you should be asking. The answers lie in using the PackRight and Environmental Value Chain tools together.

Cradle to Cradle means sound environmental performance plus more profits!

Ask us your most difficult questions. Put us to the test.

DS Smith Packaging is the UK's foremost corrugated packaging manufacturer and Severnside Recycling is the market leading supplier of integrated recycling and waste management services. Both companies are part of DS Smith Plc, a £1.65 bn group focused on packaging and paper. St Regis, the UK's largest manufacturer of recycled paper is a sister company.

DS Smith Packaging's product range encompasses virtually every type of corrugated packaging. The company places great emphasis on delivering maximum value for customers through packaging, using the expertise of its people and the powerful analytical techniques of its PackRight tools.

Severnside's proven track record of success, in terms of driving waste out and costs down, has resulted in many of the UK's leading brand names outsourcing their entire waste management obligations to Severnside. The company's unique diversion from landfill strategy continues to provide customers with practices that are sustainable... both economically and environmentally.

**DS Smith**Packaging

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RECYCLING**

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