

OPEN LETTER TO:

Paul Polman, CEO of Unilever, UK, producer of various brands of toothpaste worldwide.
Bernardo Hees, CEO of Kraft Heinz, USA, producer of Capri-Sun in various countries.
Ulf Mark Schneider, CEO of Nestle, Switzerland, producer of Felix cat food worldwide.
Grant F Reid, CEO of MARS, USA, producer of Whiskas cat food worldwide.
Ian Cook, CEO of Colgate Palmolive, USA, producer of Colgate and other brands of toothpaste.
Denise N. Morrison, CEO of Campbells, USA, producer of Plum Organics baby food.
Damian Gammell, CEO of Coca-Cola European Partners, UK, licensee of Capri-Sun in various countries.
Emma Walmsley, CEO of GSK producer of Aquafresh and other brands of toothpaste worldwide.
Hans-Peter Wild, Owner of Arios Holding AG, Switzerland, owner of the Capri-Sun brand.
Irwin Simon, CEO of Hain-Celestial, producer of Ella's Kitchen and other baby food brands.
Ron Delia, CEO of Amcor, Australia, producer of laminate packaging
Peter Oswald, CEO of Mondi, producer of laminate packaging.
William F. Austen, CEO of Bemis, USA, producer of laminate packaging.
Jukka Moisio, CEO of Huhtamaki, Finland producer of laminate packaging.
Greg Tucker, CEO of ProAmpac, USA, producer of laminate packaging.

20th January 2018

Dear Madams and Sirs,

As I am sure you are aware, the environmental damage caused by your product packaging is becoming a significant risk to your business, highlighted this week by the announcement by the EU of the new Plastic Strategy. Unaddressed it will remain a 'smoking gun' waiting for the public to object or the government to legislate against it and in either case the damage to your brands could be massive.

As you know plastic and aluminium laminated packaging is used in pouches, tubes, sachets, bags, etc for pet food, toothpaste, baby food, drinks and many other everyday items. Currently there are 5,000,000 tonnes of laminate packaging deployed annually and your company is responsible for a healthy chunk of it. Failure to capture and recycle it means that 500,000 tonnes of reusable aluminium (worth over £400M) are buried every year. However, in contrast to other packaging challenges, there is a proven solution for this which is simple and affordable to implement, it just requires some will and commitment from businesses like yours.

Now, you will say, "we have done something". Well, indeed some companies have jumped on the bandwagon of so-called "upcycling" that actually only extends the linear life of a product or package rather than bringing it fully into the circular economy. And others still have responded a bit more positively by investing in trying to devise new packaging materials that combine the lightweight and effective performance of aluminium laminates with recyclability or biodegradability. Regrettably, despite considerable effort in this direction, even this has not yet proved a terribly successful strategy. Developing suitable materials is a lengthy process and once developed, the

task of ensuring legal acceptance is costly and time-consuming. And that is before taking into account the cost of retooling manufacturing lines. I'm sure you would agree it would be preferable to continue to use the existing packaging system with all its economic and resource efficiency advantages but simply ensure that it can be recycled - a "business as usual" solution for you.

Who knows when the public will wake up and object to laminate packaging, or when the government will turn to pouches and tubes for its next environmental crusade? It makes sound business sense for you to proactively address this risk and benefit from some positive environmental PR in the process. We can make this double win happen.

How? The good news is that a viable, economic solution is at hand and that is what I am offering you today. My company, Enval Ltd, is a British company that has developed and patented a technology for recycling laminate packaging. A unique thermal process breaks down the plastics in the laminate and allows valuable aluminium and other saleable materials to be cleanly extracted and sold. The process is profitable, environmentally beneficial, and works both on post-consumer waste as well as clean production scrap.

Enval has built and run a commercial scale laminate packaging recycling plant in the UK. The plant has been operational for over a year and we are continually processing packaging scrap generated by manufacturers (some from your businesses). Many employees of your various companies have seen our plant in operation and we have even run pilot schemes with some of you that have shown that post-consumer laminate packaging waste can be readily separated using standard sorting equipment. In other words, we have tried to engage with you and interest your companies in our work and to highlight the benefit we bring to you as well as the environment. However, the fact remains that while your companies stand to be the major beneficiaries of our efforts, so far the result has been limited to a few plant tours; but you can change that!

The 'heavy lifting' of research and development and industrialising the process is complete and the key challenge now is to drive adoption of the process across the global waste and recycling sector. You might have thought that waste management and recycling companies would be keen to embrace new technologies to differentiate their services but, sadly, that is not the case. So to overcome this inertia you can help by making a contribution: Enval needs £5M to help us demonstrate the clear demand for laminate packaging recycling and the value and benefits it delivers. The money will be used to build four new units in various geographies to process both industrial scrap from the manufacture and filling of packaging and also to establish further post-consumer and kerbside collection schemes with local authorities. These steps will start to demonstrate how we fit into and complement the wider waste management industry and take the excuses away from the risk-averse waste handlers who are good followers if not early adopters.

So it's time to act. To be blunt, all you really need to do is "put your money where your mouth is" from an environmental standpoint - to help get some more treatment capacity installed rather than sitting by waiting for others to step in. The new units enabled by your money can be used to recycle your own production waste, delivering you tangible cost savings. Also let's put this in context; the amount of money Enval is seeking here is dwarfed by your marketing and CSR budgets. And to be clear, we're not asking for a charitable donation! With pressure on plastic packaging mounting and governments being urged to legislate to restrict its use, there is a compelling business case for protecting your investment in laminate packaging while at the same time making a clear



statement about your commitment to the environment. You have a responsibility for ensuring that your packaging is environmentally sustainable. Backing the widespread deployment of our technology would show the world that you are serious about this.

Obviously if you are happy to continue talking the environmental talk without walking the walk, I am sorry to have bothered you but if your company really does have an environmental conscience and would like to make a difference, grasp this opportunity and please do get in touch to learn more. We're ready to start solving this problem: are you?

I look forward to hearing from you.

Best regards,

Dr Carlos Ludlow-Palafox
CEO, Enval Ltd.