

3.1 HOCHLAND AIMS TO REDUCE CONSUMPTION OF NATURAL RESOURCES

3.1.2 CIRCULAR PACKAGING

PURPOSE: SUSTAINABLE PACKAGING

KPI: 100% packaging suitable for further processing by 2025

It is the strategic goal of Hochland Poland to make all product packaging 100% suitable for further processing by 2025.

In pursuit of the adopted goal, a **“roadmap” for sustainable packaging** was developed in 2020, which takes into account:

- replacing laminates with mono-material structures
- optimisation of packaging to reduce the amount of raw materials used
- weight reduction – better adapting dimensions to product content
- reductions in packaging thickness
- eliminating unnecessary packaging.



In 2023, the focus was on Kanapkowy Cheese activities and the following actions were implemented:

Action: reduction in height and weight of the cup (-1g/pc)

EFFECT **18.7 TONS OF PLASTIC PER YEAR LESS** compared to Kanapkowy cheese packaging prior to change

Action: reduced carton height (-11.6g/carton)

EFFECT **25.8 TONS LESS PAPER per year compared to Kanapkowy cheese packaging before the change**

When the Kanapkowy cup was lowered, an additional benefit was achieved – in the logistics of the 8x130g carton, layers were added on the pallet. This measure has had the effect of increasing the number of cartons per pallet: **336 cartons/pallet vs. 294 cartons previously.**