



Creating Business Value from Sustainability

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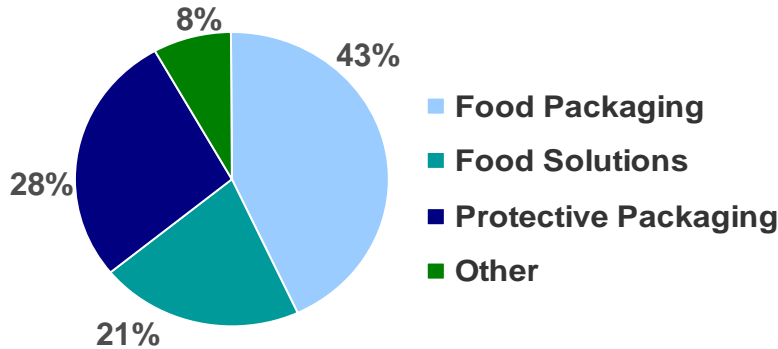
A leading global innovator & manufacturer of specialty packaging and performance-based materials & equipment systems

- Known to create markets with leading, recognized brands

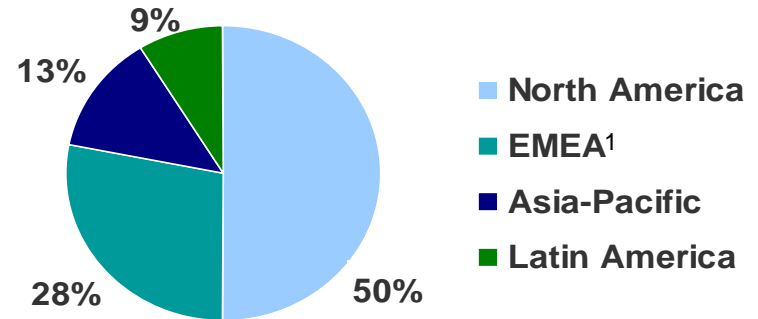


- Diverse revenue of \$4.2B in 2009

Business Unit Revenue Mix



Geographic Revenue Mix



- Listed on NYSE, S&P 500, Fortune 500[®]
- Recognized for best-in-class global governance standards by GMI²

¹ EMEA= Europe, Middle East and Africa

² GlobalMetrics International[®] assigned Sealed Air a 10.0 in global governance standards, its highest score.

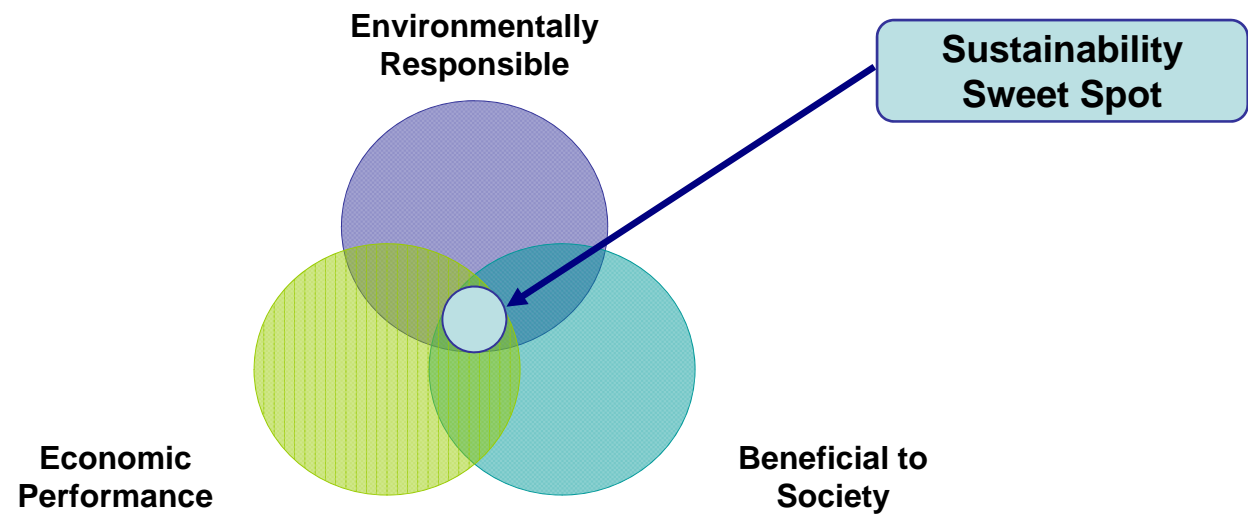
Our products are all around you...

...Packaging & materials that make life a little more convenient, a little healthier, and a little more fun. All the time, safeguarding what matters most.

- Food packaging that makes mealtime more convenient and keeps food fresher and better tasting
- Protective packaging that reduces product damage and breakage during shipping
- Transparent shrink packaging that lets you see what's inside the package
- Medical packaging that safeguards vital devices, equipment and fluids used in furthering healthcare around the world
- Specialty materials that make your products safer, lighter, quieter and more cost efficient



Sustainability involves striking a balance between the three pillars of the “triple bottom line”

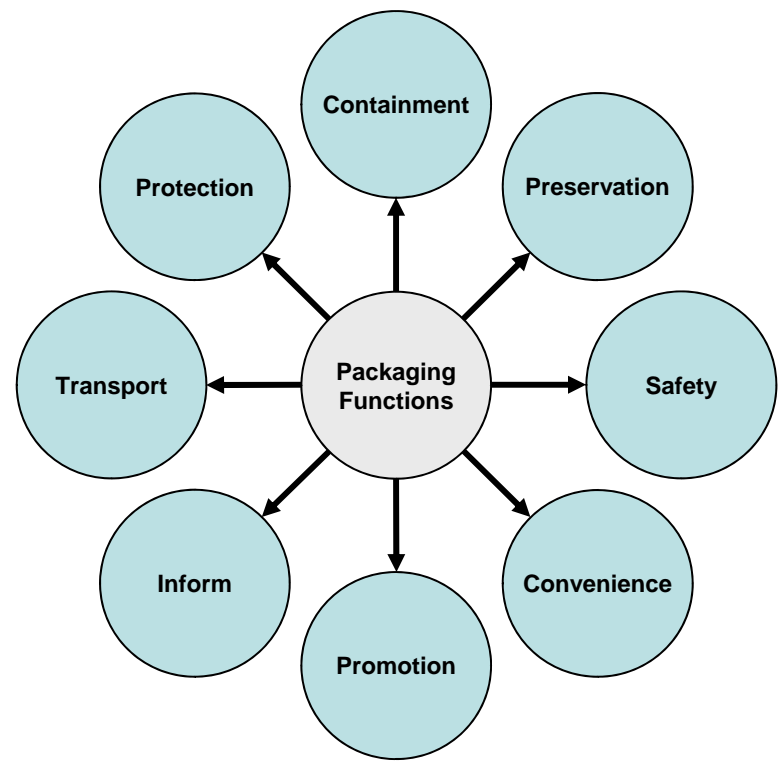


Classic Definition of Sustainability

“Development which meets the needs of the present without compromising the ability of future generations to meet their own needs. This involves addressing economic, social and environmental factors and their interdependence in an organization’s decision-making and activities”

-- UN Brundtland Commission (1987)

Discussions on the packaging sustainability need to start with the role played by the packaging




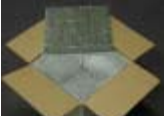




- ***Our Products Protect Your Products®***
- A key goal at Sealed Air is to provide the maximum amount of packaging protection while minimizing the amount of packaging our customers require to ship products safely.

At Sealed Air we recognize packaging's contribution to economic, environmental and social sustainability

| Performance | Society | Environment |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Meets the market demands for value | Provides measurable benefits to individuals & communities | Material Efficiency – makes efficient use of raw materials and minimizes waste |
| Reduces the quantity of damaged or wasted products during transport, storage or use | Helping emerging markets grow economically | Energy Efficiency – reduce the amount of energy needed to manufacture and ship our products as well as the amount of fuel our customers need to ship and store their products |
| Helps customer's operate more efficiently and enhances their products | Is safe and meets all regulatory requirements | Carbon Efficiency – reduce greenhouse gas emissions associated with the overall package and contents of the package |
| Optimizes the efficiency of the supply chain. | | |

Use of a dashboard at Sealed Air to compare sustainability criteria for packaging innovations

| | | Material Efficiency | | Energy Efficiency | | Carbon Efficiency | |
|------------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------------------------------------|--------------------|-------------------|----------------------|-------------------------|--------------------|
| | | Source Reduction | Alternate Material | During Use | In Transit & Storage | Lower Life Cycle Impact | Less Product Waste |
|  | 50% thinner | New Cryovac® CT-301 shrink film is thinner than similar products and performs at lower temperatures | | ● | | ● | ● |
|  | BPI certified | Renew-a-Pak™ high-performance, dual ovenable bakeware is certified compostable by BPI ¹ | | | ● | ● | ● |
|  | 25% increase | Cryovac® Mirabella case ready package design is slimmer, increasing product space utilization by 25% | | | | ● | ● |
|  | 10x R-value | NanoPore insulation panels offer 10-times the performance vs. traditional materials | | ● | | ● | ● |
|  | 90% lighter | Cryovac® Flavour Mark™ retort pouch packaging is 90% lighter than the metal can alternative | | ● | | ● | ● |
|  | 40% less | Compression Pack for Dri-Loc® pads saves 40% space and reduces packaging waste vs. corrugate | | ● | | ● | ● |

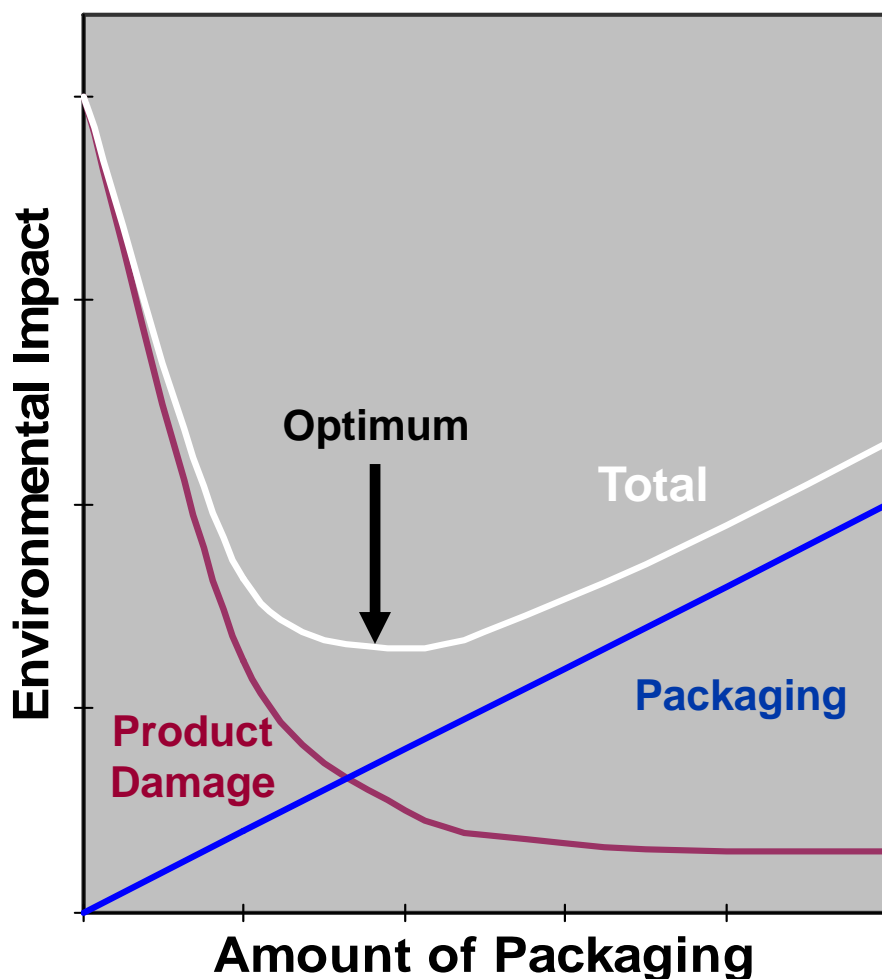
¹=Biodegradable Products Institute

We are working to enhance the understanding of how packaging can improve sustainability

- **Begin at the point of design**, where we can prevent waste, optimize our use of resources, select safer materials and plan for the recyclability or recoverability of our packaging.
- **Utilize Life Cycle Management tools** in the development of new products and as part of a review for existing products to balance market and environmental impact.
- **Keep customers and the public informed** on all the environmental attributes of a product and the importance of meeting demands for price and performance.

Sacrificing performance places even more pressures on our natural resources and global climate.

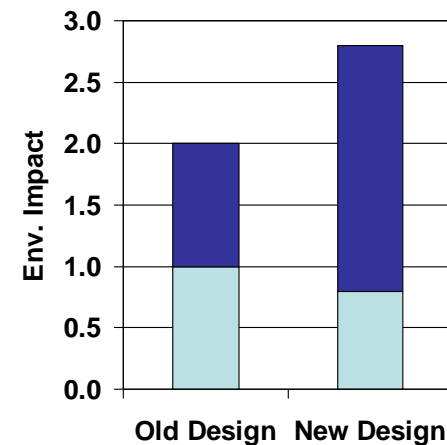
Packaging optimization: effective, not just efficient



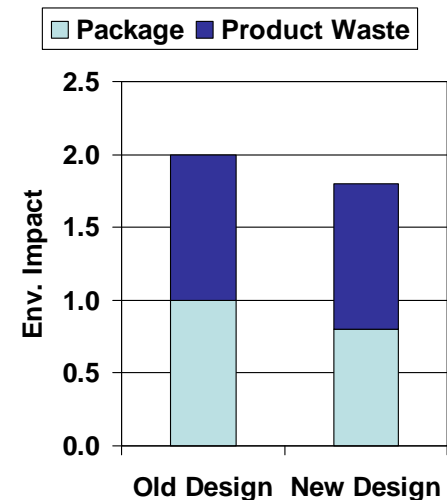
- Increasing packaging amounts increases impact of packaging component
- Increasing packaging amounts can decrease product impact due to prevention of damage or spoilage
- Total impact is the sum of product and packaging impacts
- Optimizing package design can result in minimum total system impact

Packaging system design must be optimized with total life cycle in mind

- Impacts of packaged products are typically much more significant than the impact of the packaging
- Packaging should be designed to minimize overall impact, not just the impact of the packaging
- Packaging that increases overall impact is not sustainable



Less Sustainable



More Sustainable

A focus on sustainability is driving new questions across the supply chain

Recyclable?

Packaging make-up? Biopolymers?

Health and safety?

GHG emissions?

Carbon footprint for a package?

Scorecards?

Energy intensity?

Water consumption?

Certifications?

Recycled content?

Biodegradable or compostable?

Labor practices?

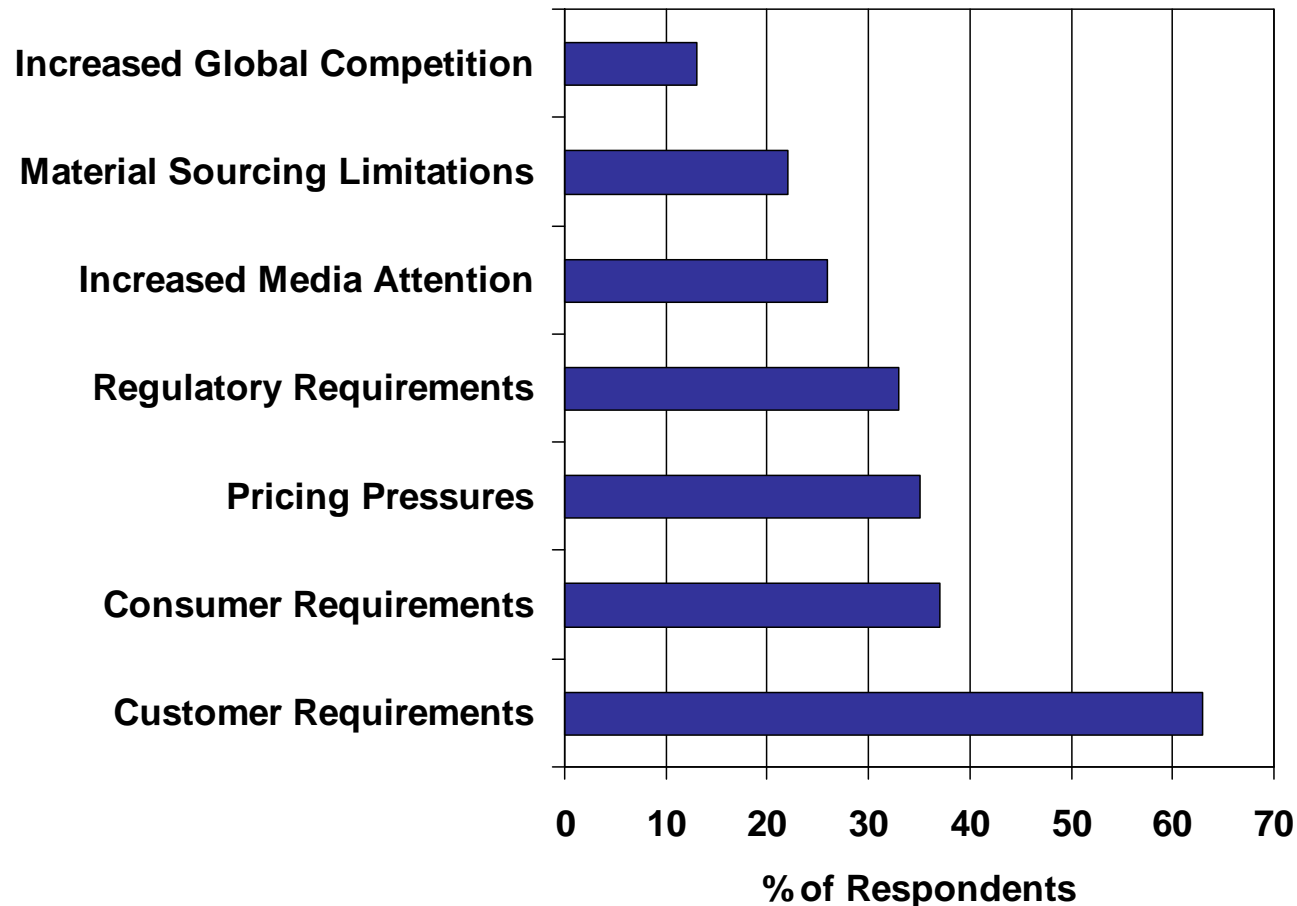
Use of renewable energy in manufacturing?

Walmart has been a major factor in creating a focus on sustainability

- Sustainability 360: “ we are working with our suppliers to make their products more sustainable, but we are also helping them become more sustainable businesses”
- Introduction of the Walmart Sustainability Index (July 2009)
 - Step 1: Supplier assessment
 - Step 2: Life cycle analysis database
 - Step 3: Label products for consumers
- Supplier survey of 15 questions
 - Energy and climate
 - Natural resources
 - Material efficiency
 - People and community

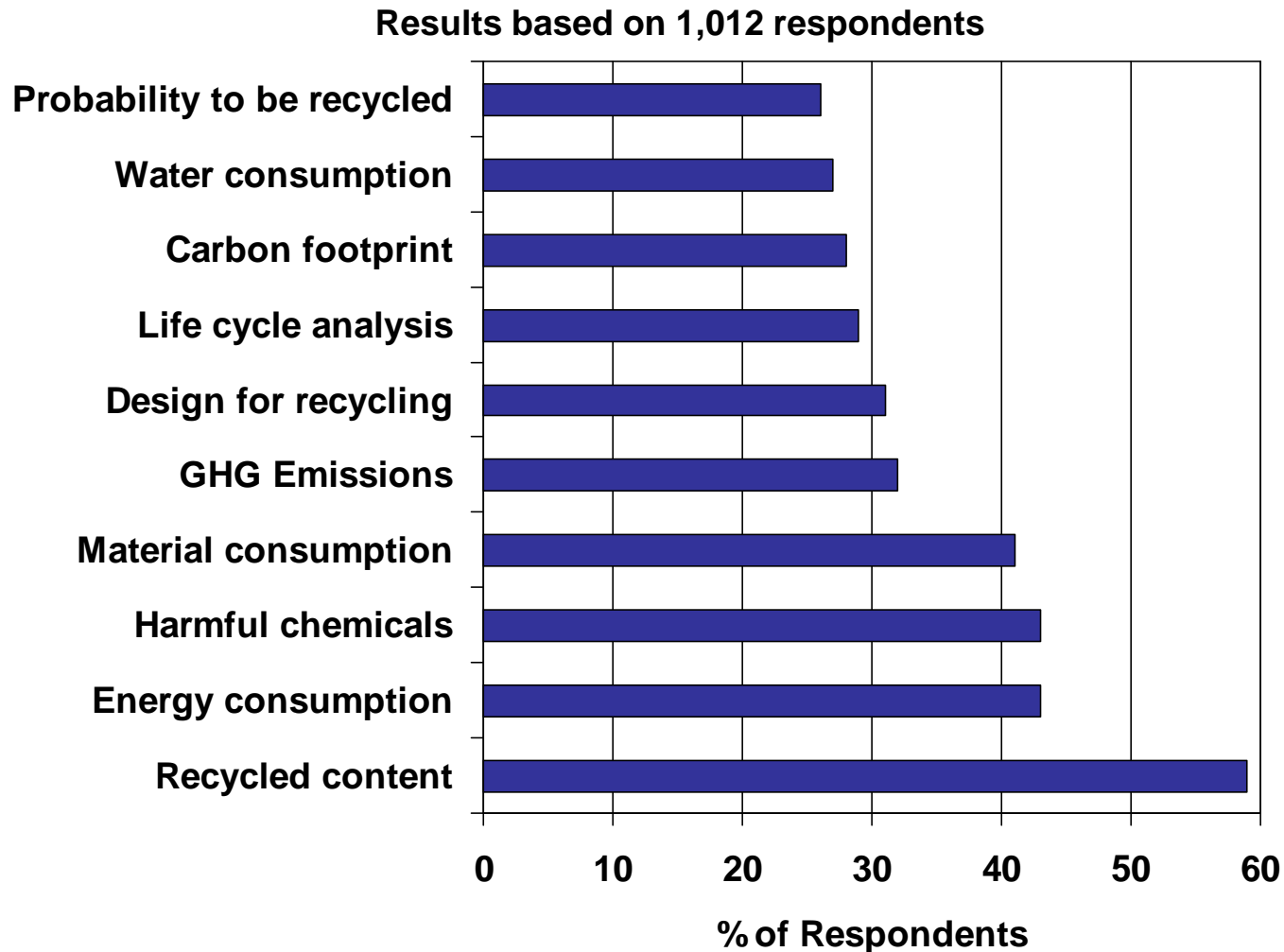
Factors influencing companies' sustainability activities

Results based on 1,012 respondents



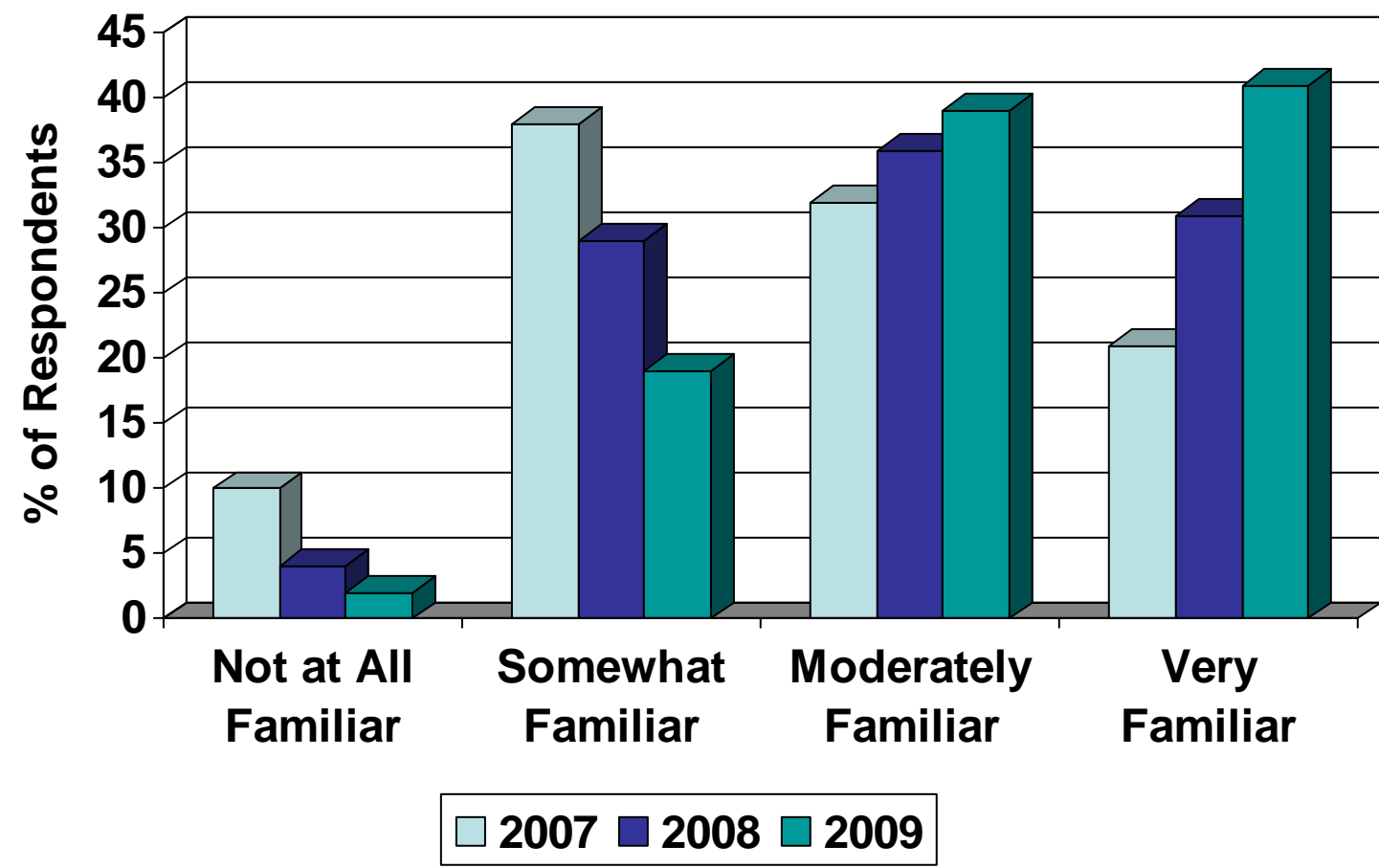
Source: Packaging Digest (Nov 2009)

Criteria used to evaluate sustainable packaging



Source: Packaging Digest (Nov 2009)

Familiarity with sustainability issues



Source: Packaging Digest (Nov 2009)

Is sustainability a threat or an opportunity?

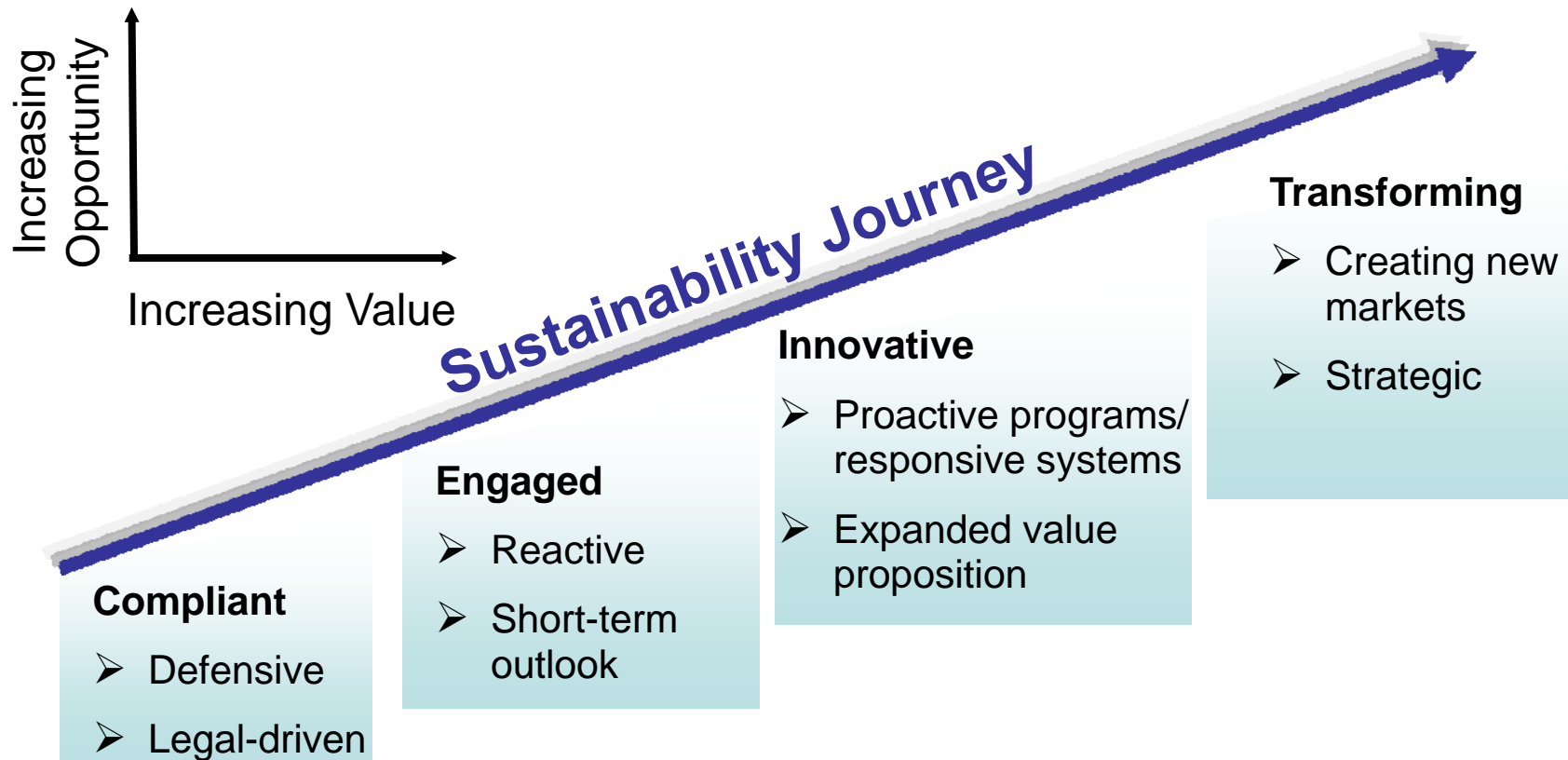
Threats

- Increased regulation
- Higher cost of doing business
- Increased commoditization
- More measurement
- Demands for transparency

Opportunities

- Enhanced reputation
- Cost savings
- Competitive advantage
- Employee satisfaction
- Product innovation
- Business model innovation
- New sources of revenue
- Effective risk management
- Increased shareholder value

Sustainability is a business strategy for changing the way we do business



The sustainability landscape

Sustainability has the potential to affect all aspects of a company's business

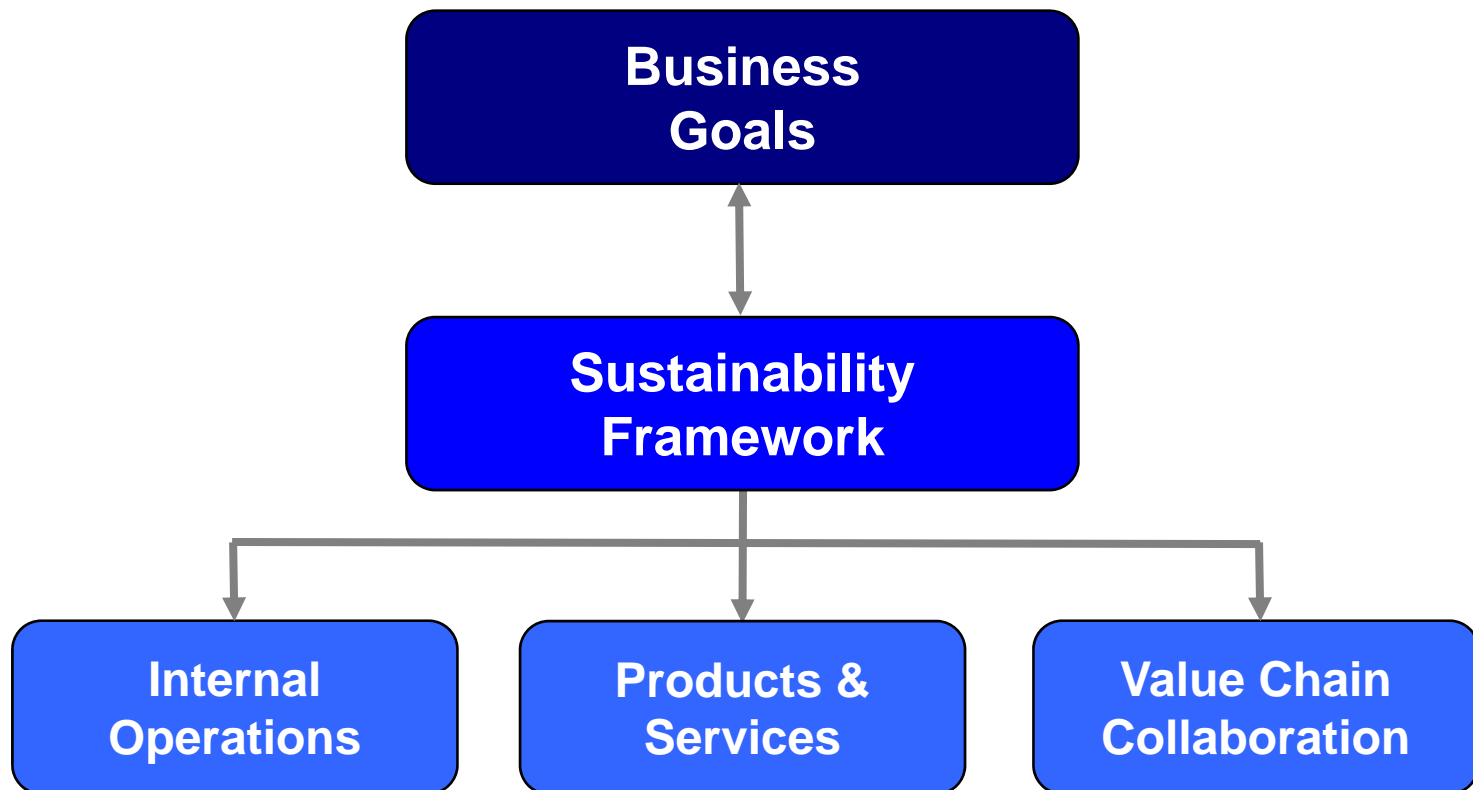
Sustainability has the potential to affect value creation in multiple ways

Solutions to challenges require collaboration across the value chain

Decisions have to be made under conditions of high uncertainty

There is increasing internal and external pressure on companies to act

Framework for aligning sustainability with business processes



Internal operations need to be run efficiently and with high productivity

**Internal
Operations**

- Energy efficiency
- Solid waste reduction
- Scrap recycling
- Renewable energy sourcing
- Lower water consumption
- Reduce GHG emissions
- Employee involvement
- Employment practices
- Worker safety
- ...

Value creation from focusing on internal operations



**Internal
Operations**

Cost Savings

- Greater operational efficiency
- More efficient use of resources
- Supply chain optimization

Employee Satisfaction

- Greater employee productivity
- Enhanced ability to attract, retain and motivate employees

Products and services need to be designed to meet customer needs

Products & Services

- Be designed holistically with the product in order to optimize overall performance
- Be made from responsibly sourced materials
- Be designed to be effective and safe throughout its life cycle
- Meet market criteria for performance and cost
- Meet consumer choice and expectations
- Be recovered efficiently after use

Value creation from focusing on products and services

**Products &
Services**



Market Share

- Improved customer loyalty
- Innovative new products
- Enhanced ability to enter new markets

Market Value

- A stronger brand with greater pricing power

Value chain collaboration is needed to meet broad sustainability challenges

Value Chain Collaboration

- Partner to establish closed loop recovery schemes
- Adopt industry standards around metrics and definitions
- Take an active role in influencing legislation
- Report progress against goals
- Follow standards for clear, accurate communications

Value creation from focusing on value chain collaboration



**Value Chain
Collaboration**

Risk Management

- Lower market risks
- Lower operational risks

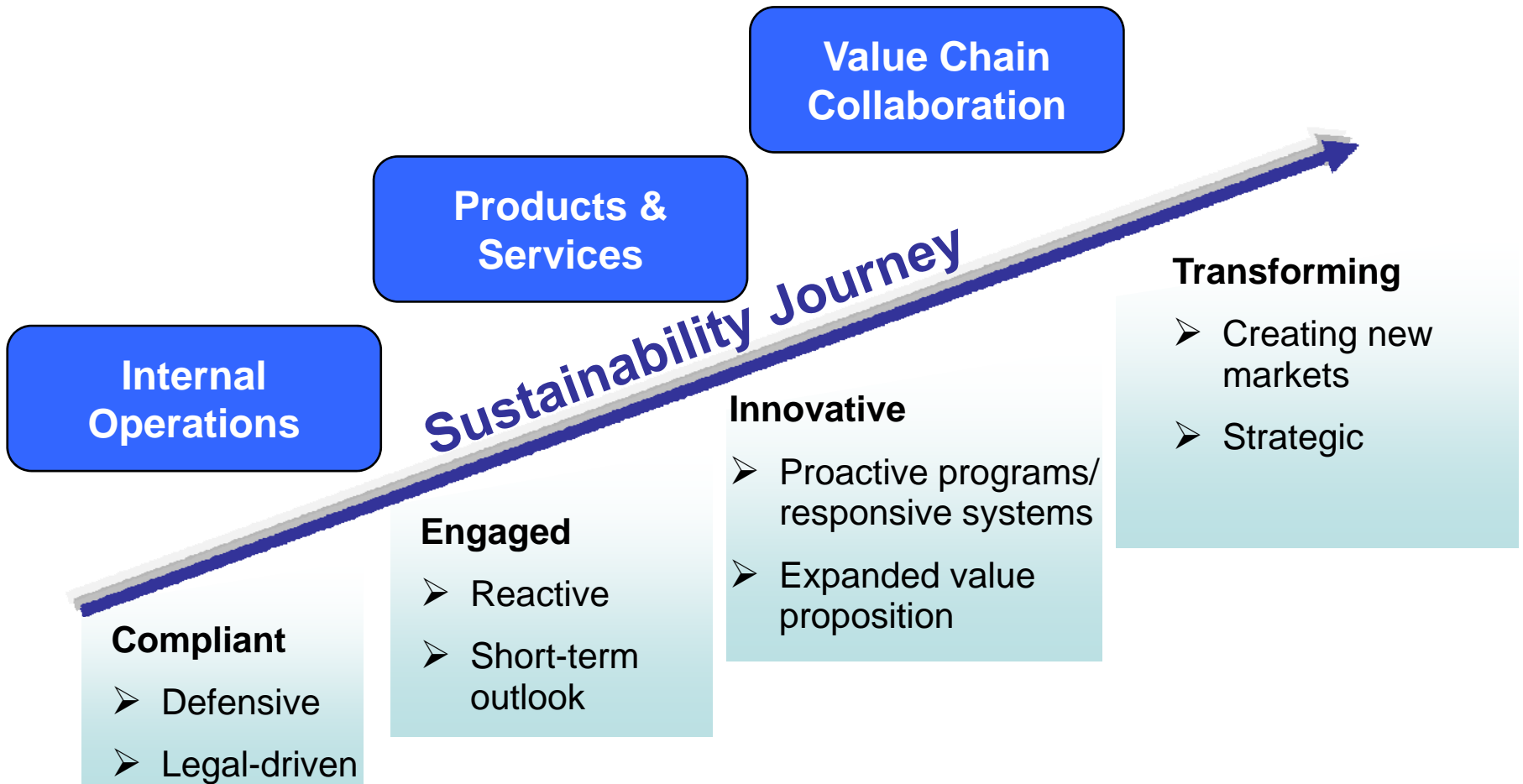
Corporate Reputation

- Enhance company image and brands

New Markets

- More potential sources of revenue

Sustainability is a business strategy for changing the way we do business



Reuse Example: Returnable Pallets

CHEP has built a business around the use of reusable pallets and containers. They have a worldwide pool of 300 million pallets and containers.



Features

- Reusable
- Tracked across network
- Source certified lumber
- Pest elimination without fumigation
- Avoid toxic flame retardants

Benefits

- Reduces waste sent to landfill
- Supply network ensures users do not run short
- Reduce transportation to return pallets
- Reputation for sustainable sourcing and avoidance of toxic chemicals

Reduce Example: Ultra thin Shrink Film

Sealed Air has introduced shrink film that is significantly thinner than the films it replaces without compromising performance.



Features

- Source reduced
- Thinner gauge
- More film footage per roll

Benefits

- Reduces use of natural resources
- Reduces energy required to shrink
- More efficient transport of rolls
- Less space required to store rolls
- Less equipment turnarounds
- Reduces waste sent to landfill

Recycle Example: Closed Loop Corrugated Box

Walmart has partnered with Pratt Industries to create a closed loop recycling network for its Deli take & Bake Pizza box



Features

- Waste corrugate from Walmart made into liner board
- Paper mill uses energy from waste
- Deli Boxes made from 100% recycled material

Benefits

- Reduces use of natural resources (125,000 trees)
- Reduces water consumption (40 MM gallons)
- Reduces waste sent to landfill (8,600 tons)
- Promotes positive Corporate reputation

Conclusions

- Sustainability has emerged as a major trend within the marketplace
 - While “green” makes headlines, sustainability has staying power
 - “Green” is about marketing, sustainability is about business strategy
- A framework for developing a sustainability strategy involves
 - Focus on internal operations
 - Introduce products that have measurable benefits
 - Collaborate and partner to create new marketplace value
- Tomorrow’s business leaders will be those companies that can implement a sustainability strategy today with the future in mind