



Calculating and offsetting carbon footprints

At JBB we are often asked about sustainable packaging. But what exactly is sustainable packaging? Is paper better than plastic? What is the environmental impact of different materials? There is a lot of talk around this subject but real substance is often lacking. And the answers are a lot more complex than they seem at first glance.

To shed more light on these matters, we asked Greenhouse Marketeers to investigate the environmental impact of various products. This exercise resulted in a calculation model that can work out the carbon footprint of a number of our products. Because the calculation is based on data from two of our producers, the results only apply to products originating from them. As mentioned above, the answers to many questions around sustainability are extremely complex. So at JBB we don't claim to have established the absolute truth, but we hope to have got one step closer...

What can our calculation model do?

Our model can calculate the carbon footprints of the following products:

Sleeves:

- PP sleeves Par
- · Paper sleeves
- PLA sleeves
- · HDPE sleeves
- · LDPE sleeves

Potcovers:

· Paper pot covers

How does the calculation work?

The calculation takes account of various factors:

Product specific:

- Size
- Thickness
- · Cutting waste (%)
- · Ink per m2 (g)
- · Glue (g)
- · Sleeves per box
- · Boxes per pallet
- · Weight of empty box

Consumer specific:

- Distance from JBB to customer
- Country of consumer (important for the waste processing scenario)

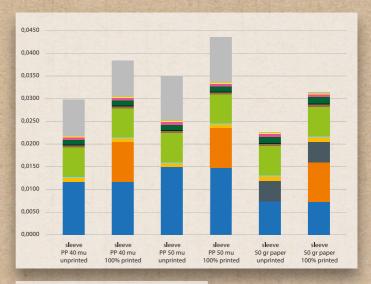
Producer specific:

- Distance from producer to JBB
- Total energy/water/gas consumption
- Total waste
- · Total material usage
- Total product output in units and kg

What can we do with this model?

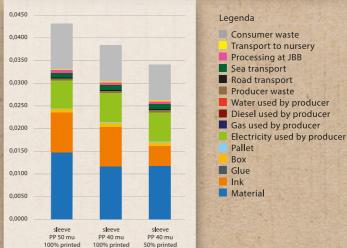
Compare

We can compare the environmental impact of a range of sleeves. This also reveals what impact each process has.



Improve!

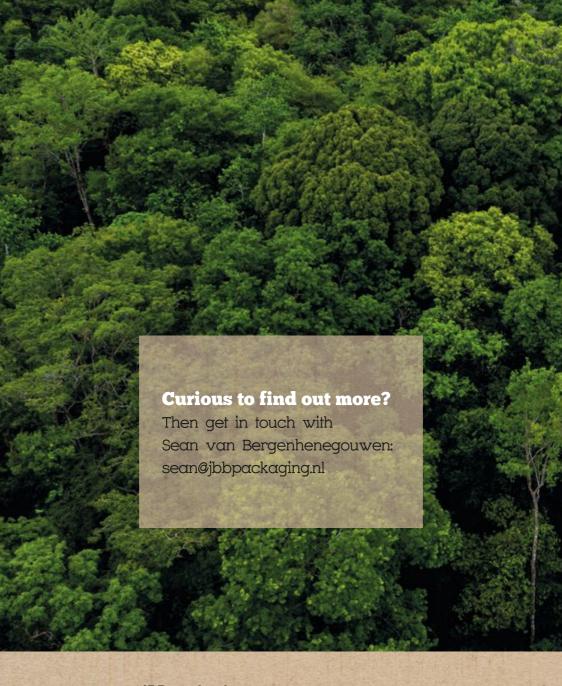
We can work with our customers to improve the environmental impact of their packaging. For example, we can check how the overall impact changes if we use other materials or less ink.



Offset

Now that we can identify the carbon footprint of a packaging item, we can also offset the environmental impact it causes. We do this through the Bamboo Village Uganda project. If you already work with an organisation that offsets carbon, that's fine too, of course.





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