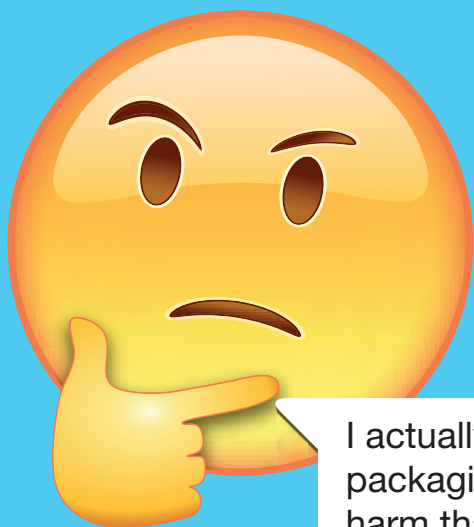


Get the facts!



I actually think plastic packaging does more harm than good.



On the contrary. Let's take a look at the facts!

1

Myth Plastic packaging is unnecessary.

Who needs plastic packaging?
No one! 😡

No, on the contrary:
packaging protects!

Huh? What?

Take a piece of beef: how long would
it stay fresh unwrapped?

Um ... 1 or 2 days?

Exactly. It's already been lying for a
few days in the supermarket alone.
Good packaging extends its shelf life
by up to 10 days. And that's also
good for the climate.

What's a piece of meat got to
do with the climate?

Meat production generates a lot of CO₂.
The less we have to throw away, the better
it is for the environment.

Well ... I'm a vegetarian anyway! 😇

What goes for meat is also true of 🍎, 🍅 & 🧀.
With the right packaging, everything
stays fresher longer. Even your tofu. 😊

1

Myth Plastic packaging is unnecessary.

But protection doesn't just stop at food. Even things like your mobile phone or laptop can't do without packaging made of plastic.

Have they got a best-before date, too? 😏

Sort of. In fact, it's the time when the device gets dropped and broken during transport. 🚚



Product protection is environmental protection. Manufacturing electronic devices requires a lot of resources, and it would be irresponsible if we didn't pack them safely.

That makes sense. If my laptop stays intact, that's good for me and good for the environment, too. 🌍



2

Myth Plastic packaging equals loads of waste.

And the packaging?
Once removed, the packaging
ends up on a mountain of waste.

When was the last time you
saw a heap of plastic waste in
Germany?

Er ...

Exactly! They are actually prohibited
in some European countries.

Especially in Germany. We have our yellow
recycling bin, the "Gelbe Tonne", don't we? 😊

The "Gelbe Tonne"... Doesn't that
stuff always end up with the other
waste anyway?

When plastic packaging is
collected and recycled,
the material can be re-used
to make new products.

So, don't just throw it away:
pop it in the yellow bin!



3

Myth Packaging made of plastic isn't recycled.

But plastic packaging doesn't get recycled, does it?

What do you think happens to it, then?

It all gets thrown onto a heap somewhere and then burned. 😞

It isn't simply burned. It's recovered. That's a big difference.

What do you mean?

In Germany, over 50 % of all plastic packaging is recycled.

The rest is too contaminated for this, so it's recovered to generate energy which in turn is used instead of oil for district heating.

What happens then?

You use it in winter to heat your home, so it's nice and warm.



4

Myth Our plastic waste pollutes the seas.

So how does all that plastic waste get into the seas and pollute the environment? 🤔

One thing is for certain: packaging doesn't jump into the sea by itself. In Germany we have a waste disposal system which works well. But that isn't the case everywhere. 80 % of marine litter comes from Asian countries because they don't have yellow recycling bins like we do.

And what can be done about this?

This is a global challenge which we must all tackle together. Here in Germany, we are setting a good example and are helping other countries to set up collection systems.

And, if everyone joins in, the environment will stay clean, too.

You don't need to tell me that. I collect my packaging in the "yellow sack".



5

Myth

Plastic packaging is a waste of resources.

But what about resources?

They say plastic packaging uses up a lot of crude oil.

And how much of total oil consumption, do you think, is used for packaging?

It must be 30 - 40 %, I reckon. Plastic packaging seems to be everywhere!

90 % of all crude oil is used for heating, generating energy and for transport. The proportion used to make plastic packaging is 1.5 %.

Really? Is that all? 🤔

Yes. And besides, plastic packaging is getting lighter and lighter. A detergent bottle used to weigh 300 g. Nowadays it's a mere 30 g. That saves on resources. 😊

Wow, I would never have thought that. 👍😊

6

Myth
Plastic packaging is
damaging to your health.

Plastic packaging is supposed to be bad for your health, though.

Not at all. In Germany, everything which comes into contact with food is inspected at least as strictly as the food itself. That goes for the packaging too.

So what's on our shelves is completely harmless!

And all those plasticisers, for example, in plastic bottles? 🤢

That's a case of false information which just won't go away.

So I don't need to worry and can carry on licking the inside of my yoghurt pot?

You most certainly can.



7

Myth

Glass and paper are more natural.

I prefer glass and paper packaging. They're supposed to be much better for the environment. 😊

That's not strictly true. For paper packaging alone, several million trees have to be felled every year. And even then, they can't do without plastic.

Huh? Why?

Take milk, for example, in a tetrapak carton. Without the plastic coating on the inside, the milk would leak out because the cardboard is not watertight.

Then I'll just use glass then.

Glass is an energy-guzzler. It doesn't melt until 1000 °C. And it's also very heavy, so you need more fuel to transport it than for light PET bottles.

What's more, glass is also breakable. You get your beer at the ⚽ stadium in a plastic cup – and not without reason. 😊

True.



8

Myth Bioplastics are a better alternative.

There are also bioplastics made of sugar cane and maize.

They're bound to be better for the environment.

In some cases, the negative impact of bioplastics on the environment is even higher than that of plastics made of crude oil.

I don't believe that. All of it comes from plants.

Yes, it comes from plants and for these to grow, huge quantities of water and fertilizer are used.

I hadn't thought of that. 🙄

But people are working on how to make bioplastics from natural waste in future. That's better than using food.

Let's wait and see ... at least I now know that plastic packaging makes sense and is better than its reputation. 😊



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