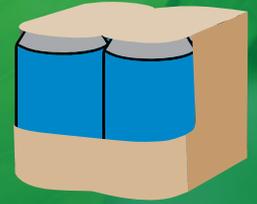




RingCycles™ vs. Paperboard:



WHICH PACKAGE IS MORE SUSTAINABLE?



RingCycles™
A PCR Solution From Hi-Cone

show sustainable advantages
in every impact category studied!

50% post-consumer recycled (PCR) carrier (2g) vs. Open Format Paperboard (30g)



Substantially Lower Climate Impact

RingCycles™ contributes
78% LESS
Greenhouse Gas (GHG)
to climate change



Lower Power Requirements

96% LESS
energy is consumed during
RingCycles™ manufacturing and use



Lower Fossil Fuel Consumption

RingCycles™ uses
75% LESS
non-renewable energy
in production and use



Important Water Savings

80% LESS
water is needed to
manufacture and
use RingCycles™



Less Waste for Landfills

RingCycles™ contributes
94% LESS
solid waste to landfills



Savings Continue During Transport

RingCycles™ are
93% LIGHTER
than paperboard and reduce
fuel costs and transport emissions



RingCycles™
A PCR Solution From Hi-Cone

Overall, RingCycles™ are substantially more sustainable than Paperboard!

*Analysis performed per 1,000 retail units for the packages described, in this case 4-pks of 500ml cans. Results provided by Franklin Associates, a Division of Eastern Research Group, Inc.; LCA Study.

hi-cone.com



vs.



50% post-consumer recycled (PCR) carrier (2g) vs. Open Format Paperboard (30g)

GLOBAL WARMING POTENTIAL



Greenhouse gases / GHG



TOTAL ENERGY DEMAND



Cumulative energy used



NON-RENEWABLE ENERGY DEMAND



Cumulative non-renewable energy used



WATER CONSUMPTION



Cumulative water usage



SOLID WASTE



Total of all solid waste generated by life cycle processes



SAVINGS CONTINUE DURING TRANSPORT



Total weight in transit



*Analysis performed per 1,000 retail units for the packages described, in this case 4-pks of 500ml cans. Results provided by Franklin Associates, a Division of Eastern Research Group, Inc.; LCA Study.

We have found a way to make a great product even better.

Hi-Cone has adopted a science-based approach to evaluating different packaging types. Life Cycle Assessments (LCA) are the standard for quantifying environmental impacts. Working with LCA industry expert, Franklin Associates, we commissioned a study to compare our standard Hi-Cone carrier products to the new RingCycles™ made with 50% PCR. We then compared RingCycles™ to other packaging formats.

The Right Choice!

RingCycles™ are made using 50% post-consumer recycled resin. Compared to virgin, PCR production uses:

- 90% less non-renewable energy
- 83% less water consumption
- emits 75% less greenhouse gases
- creates 43% less solid waste vs. virgin plastic

What's Included in an LCA?

An LCA takes into account the cradle-to-grave journey of the material. In the case of our carrier, that is the raw material extraction (oil), raw materials production (at our resin supplier or PCR resin supplier), carrier converting (production at Hi-Cone) and carrier application (at our customer using Hi-Cone equipment). To compare the impact of using PCR, the raw materials extraction (or in this case, collection) and production elements were recalculated.

Considerations are also made on how the carrier is treated at end-of-life, using country-level disposal statistics on whether the carrier is recycled, landfilled, incinerated with energy recovery, etc. At every stage, the inputs of petroleum, water, electricity and natural gas are considered along with the process air emissions, water discharges and solid waste.

Hi-Cone carriers now made with 50% recycled content have advantages over competitive offerings in every environmental impact category. RingCycles™ is the best choice for sustainable packaging!