

# DID YOU KNOW?

*Hi-Cone's Key Commitments to Reduce, Recycle and Reuse Plastics.*

Hi-Cone ring carriers offer high-performance and a low-environmental footprint for the global beverage packaging market. We have long recognized that sustainability and protection of the natural environment are vital to our operations, our customers and to consumers. From using post-consumer recycled plastic in our manufacturing to recycling ring carriers to keep them in the circular economy, we build sustainability and environmental responsibility into every element of our ring carriers.



## At Hi-Cone, environmental stewardship means reducing litter and much more.

In 1990, Hi-Cone created and launched the Ring Leader Recycling Program, a large-scale environmental education and ring carrier recycling initiative to reduce litter that has resulted in millions of pounds of ring carriers being recycled.

In 2019, Hi-Cone launched ringrecycleme.com, working with partners like TerraCycle® and Avangard Innovative. While **RingRecycleMe™** ensures that consumers can easily recycle ring carriers with a free and easy program, it also provides Hi-Cone the opportunity to partner with a coalition of forward-thinking brands to keep ring carriers out of landfills and our environment. Visit [🌐 ringrecycleme.com](https://ringrecycleme.com) to learn more.



## Hi-Cone is transforming its product portfolio to minimize environmental impact.

As a step in our portfolio evolution and in line with a long-standing commitment to produce minimal packaging that is responsive to environmental concerns, Hi-Cone is transforming 100% of its current portfolio to RingCycles™ - our +50% post-consumer recycled (PCR) content solution. This will eliminate our use of 25 million pounds of virgin plastic per year. By 2025, Hi-Cone has committed to providing a solution that is 100% recyclable, compostable or biodegradable.



## Hi-Cone provides advantages in every life cycle assessment impact category over paperboard.

When you consider the entire cradle-to-grave story, Hi-Cone RingCycles™, made from **50%** post-consumer recycled (PCR) content, shows sustainable advantages in every impact category studied over paperboard.

As a 6-pack comparison, RingCycles™ uses approximately: **73%** less greenhouse gasses, **90%** less energy, **73%** less water and generates **86%** less solid waste compared to a 25g open paperboard option.

For more pack size comparisons, visit [🌐 hi-cone.com/sustainability](https://hi-cone.com/sustainability).



## Hi-Cone is proud to partner with the Ocean Conservancy to end plastic waste.

As a founding member of the Trash Free Seas Alliance®, Hi-Cone actively works with the Ocean Conservancy to develop aggressive goals to achieve zero wildlife entanglements and to minimize plastic waste entering the ocean through a circular economy.

Our partnership with the Ocean Conservancy began in 1994, with employees participating in beach cleanups and other volunteer initiatives to support the environment and minimize ocean waste.

Hi-Cone's 25+ year commitment to reduce waste entering the ocean led to a significant decrease in the percentage of six-pack rings found during the Ocean Conservancy's International Coastal Cleanup.



Ocean Conservancy®

*“According to the Ocean Conservancy, of the items collected globally, less than 0.07% were plastic ring carriers.”*



## Hi-Cone developed partnerships across the supply chain to drive a circular economy.

Hi-Cone partners with many highly regarded environmental organizations around the world. Such as:

### ▶ New Plastics Economy

The U.S. Plastics Pact bring together businesses, government entities, non-governmental organizations, researchers, and other stakeholders who will work collectively toward a common vision of a circular economy for plastics, as outlined by the Ellen MacArthur Foundation's New Plastics Economy Initiative. This vision aims to ensure that plastics never become waste by eliminating the plastics we don't need, innovating to ensure that the plastics we do need are reusable, recyclable, or compostable, and circulating all the plastic items we use to keep them in the economy and out of the environment.

### ▶ The Consumer Goods Forum

Hi-Cone is a member of the Consumer Goods Forum (CGF), a global industry network working to support Better Lives Through Better Business. CGF brings together retailers and manufacturers to address key problems such as plastic waste, fostering success through collective action.

### ▶ Recycling Partnerships: TerraCycle® and Avangard Innovative.

Through initiatives like ringrecycleme.com, Hi-Cone has established a long-standing commitment to doing what is right for the planet. Working in close partnership with TerraCycle®, Avangard Innovative, and other partners, we are collecting ring carriers and keeping them in the circular economy. Collectively, we are working to build a world where plastics need never become waste, leaving the world a better place for future generations.



## Commitment to Building A Circular Economy

We are committed to the fundamental shift towards the circular plastics economy and are working to **Reduce** the amount of virgin plastic used in ring carriers, **Recycle** by increasing infrastructure through partnerships where wider systems do not exist today and **Reuse** by processing plastic (ring carriers and other flexible plastic) into recycled plastic instead of going to landfills. Visit [hi-cone.com/sustainability](https://www.hi-cone.com/sustainability) to learn more.

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[www.hi-cone.com](https://www.hi-cone.com)