



Statement in response to the topic of “Sustainable Packaging”

(Calw, June 2016) Börlind GmbH is certified by the CSE (Certified Sustainable Economics) Standard. In contrast to product certifications, this sustainability seal applies to the entire company. It certifies that responsible entrepreneurial decisions are made in accordance with the three pillars of sustainability – economy, society, and environment. The CSE Standard incorporates the environmental management standard (ISO 14001) and includes a review of the indicators referred to in the GRI (Global Reporting Initiative).

In addition, Börlind GmbH was awarded the independent GREEN BRANDS seal in 2015 for its exemplary efforts in the area of environmental and climate protection.

The company's desire to save resources and protect the environment extends to the packaging it uses; in this area, however, there are numerous criteria that have to be met.

Plastic packaging is sturdy and light, and plastic can also be used to manufacture airless dispensers. These make it possible to use fewer or even no preservatives in products as no air can pass through to the contents inside the packaging. However, since plastic is derived from petroleum, Börlind GmbH tries to use packaging made from recycled plastic so long as this is possible and the environmental impact is positive, even taking the effects of transport into account.

A further possibility for preserving products by means of the packaging material is to use aluminum tubes. But these require a lot of energy to manufacture. Börlind GmbH therefore refrains from using aluminum tubes unless they are necessary to protect the integrity of the product. Other metal packaging is not used because the costs of production are higher than any benefits that might be gained from the packaging.

Since jars can be reused, the glass they are made of is considered to be an eco-friendly material. And glass doesn't contain any plasticizers or similar substances that could end up in the product. However, glass has a higher energy consumption during transport because of its weight. In the selection of packaging, it is important to remember that it doesn't work to use one single type of packaging (e.g., tubes or jars) for every product and application. Shipping and handling must also be taken into account as must the retailers' and customers' desire for attractive packaging and design.

All of the packaging used by Börlind GmbH meets the requirements set out by Der Grüne Punkt – Duales System Deutschland GmbH and can be collected and discarded or rather recycled in the yellow bags, yellow bins, glass recycling containers, or paper recycling bins and can in this way be returned for recycling.

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We only use folding boxes that are certified by the FSC (Forest Stewardship Council).

In addition, we choose packaging produced in Germany or the EU whenever possible to avoid long transport routes. And when we select suppliers, we make sure that sustainability is one of their priorities.

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