

PACKAGING

And the impact on the
Environment

CATASTROPHIC



THE **PLASTIC** WHALE



SO WHAT IS THE SOLUTION?



STOP USING **NON-RECYCLABLE** PLASTICS

REUSE
REDUCE
RECYCLE



EPS IS OUR PLASTIC PROBLEM!





“The Environmentally Friendly
Packaging Alternative to EPS”

S-Bin

The S-Bin currently replaces 650,000 single use EPS Fish Boxes per year.

This is approximately 400 Tonnes of polystyrene waste every year.

After roughly 15 trips, the S-Bin will be recycled to generate recycling income.





The Material



Made from durable, 100% recyclable polypropylene



Performs perfectly at sub zero temperatures



Moisture resistant and chemically inert



Competitively priced and offers onward cost savings



Thermal Insulation



Trapped Air is the Key

Unique sealed-edge technology closes the open-ended flutes, trapping air inside creating a barrier all around the box.

This barrier assists in:

- Insulating the product inside
- Strengthening the box to allow higher stacking
- Preventing ingress of fluid keeping the box hygienic

From this...

...To this

CoolSeal & AIR FREIGHT



It's not only EPS that can be used
to transport fresh seafood by air!



The CoolSeal Experience



All sizes from 1kg to 25kg boxes available

Greater internal capacity compared to EPS

Stack more boxes per pallet compared to EPS

Product inside chills faster compared to EPS

Greener packaging compared to EPS

Store more boxes on site compared to EPS

More attractive print & presentation compared to EPS

Dramatically reduce your carbon footprint



100% Recyclable

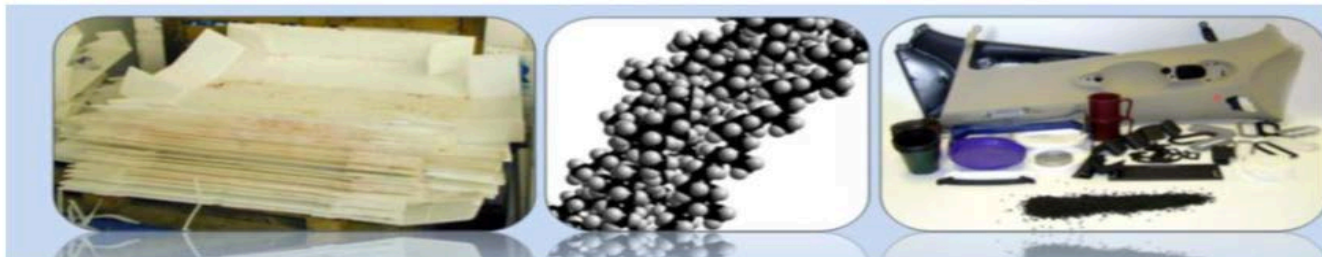
- Huge number of items PP can be recycled into
- Spent boxes can be baled using existing machinery at wholesale stores
- When flattened take up less than 10% space of EPS



From this

To these

To those



Palletising

THE SAME AMOUNT OF FISH ON BOTH PALLETS

EPS

CoolSeal

10 09 2014



The Carbon Footprint



Using the popular 1 Stone (6kg) box as an example, it takes only 1 truck to deliver the same quantity of CoolSeal boxes as it takes 5 trucks to deliver EPS boxes from manufacturer to seafood processor, thus removing 4 trucks from the road per delivery!



Saving Costs
Saving the Environment

The Carbon Footprint



Using the 1 Stone (6kg) box as an example again, for every 3 trucks of seafood you ship packed in EPS boxes, you can ship the same quantity of seafood packed in CoolSeal using only 2 trucks, thus removing the cost of 1 whole truck from your books for every 3 you send!

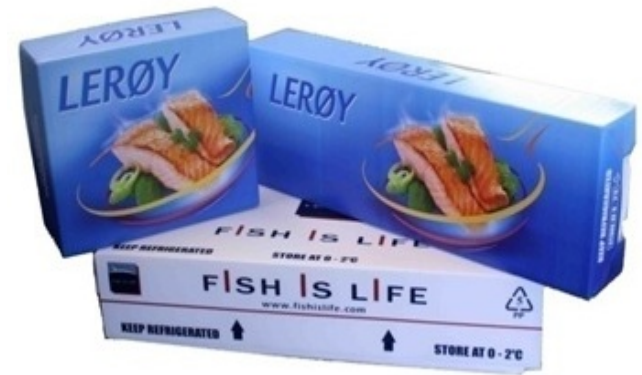


Saving Costs
Saving the Environment

Branding



Multi-colour print options, using food-safe ink via a screen printing process produces bright, sharp, clean colours that will show off your company logo perfectly.



David vs Goliath



Total weight of EPS Fish Boxes in:

- United Kingdom
- Ireland
- France
- Spain







= 35,000 Tonnes

Total weight of CoolSeal in the same regions

= 1,500 Tonnes



PIQET is a streamlined Life Cycle Assessment (LCA) tool designed to assess the environmental impacts and resource consumption profiles of different packaging options.

Impact	Climate Change	Cumulative Energy Demand	Minerals & Fuel	Photochemical Oxidation	Eutrophication	Water Use
	number of trees	of household energy daily use	household energy daily	passenger car kilometers	household grey water litres	household buckets (10L)
Equivalent Unit						
Monk fish box EPS	85,89	6412,64	508,71	39423,75	3579985,18	92203,07
Monk fish box PP	74,62	6021,37	482,21	36732,16	3491684,39	44923,70
Diff PP/EPS	-13,12%	-6,10%	-5,21%	-6,83%	-2,47%	-51,28%

7 Flights Brussels / Lisbon / Brussels in CO2 eq.

More than 6 500 showers in water saving eq.

The above Piqet Table shows the environmental effect of using 10,000 units per year of a typical 10kg **EPS fish box** versus a **CoolSeal fish box**.



FISH EAT PLASTIC



CoolSeal

SEAFOOD PACKAGING SYSTEM

End

**EXPANDED
POLY
STYRENE**



...IS 'OUR' PLASTIC PROBLEM



WHERE DO **THEY** REALLY GO?



YES **IT** CAN BE COMPACTED
BUT THEN WHAT?



FROM 2018 CHINA WILL NO
LONGER IMPORT WASTE **EPS**



MANY END USERS CANNOT
EASILY DISPOSE OF **EPS**



FACTS & FIGURES

146%

**the increase of plastic
litter on Britain's
beaches since 1994**

Plastic never biodegrades,
it just breaks down into
smaller pieces







Our Recycling Bins
are **Overflowing**

