



Responsible **use of plastics**



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Dynamic development of modern civilisation and an increasing level of consumption lead to the problem of huge amounts of waste. To efficiently tackle this problem, we must raise people's awareness and change our habits.

Ecology Starts At Home!

Educational initiatives in ecology constitute an essential element of this strategy, as do all kinds of economic motivation encouraging **proper, environmentally-friendly behaviour.**



Plastic waste collected in the EU



Preparation
for Recycling - **31%**



Recovery
of Energy - **42%**



Waste Disposal
Sites - **27%**



**Achieving the targeted
“Zero Waste”** objective
entails implementation of a
comprehensive waste processing
system primarily involving waste
prevention, re-use and recycling.



Waste and generation of waste

According to global statistics, the annual waste generation per capita in Japan amounts to app. 1000 kilograms, while the statistical American generates about 860 kilograms of waste. In Europe, the leaders in waste generation are the Germans with 460 kilograms of waste per person, followed by the French and Italians generating app. 300-350 kilograms per capita.

In Poland, annual generation of waste per person varies from 250 to 300 kilograms.

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Sweden has been the European symbol of environmental care for several years now. Pro-ecological education in Sweden starts in kindergarten and recycling is also economically viable. The Swedes diligently collect their waste to use it later as an energy resource.

Source: Rolniczy Magazyn Elektroniczny



Closed-circuit generation of waste

Closed-circuit economy is an economic concept assuming that products, materials and raw materials should stay in the economy for as long as possible and waste generation should be reduced to a minimum.

This idea takes into account all stages of the product's life cycle, starting with its design, through production, consumption and the collection and management of waste.

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Graphics based on the study by the European Commission.



Our Strategy

In the production process we use only recyclable raw materials! These also include raw materials from plant-based origins (Green PE).





Our Strategy



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Product weight reduction program

The exemplary **1000ml Bottle**: 1996 r. = 60g
2006 r. = 55g
Recovery of processing waste (over 99%) 2016 r. = 53g
2019 r. = 50g

Thermal energy recovery
from machinery and equipment

Reduction of electrical consumption
thanks to the use of modern machinery

Use of **environmentally safe chemicals**

Organisational readiness to implement
closed-circuit economy

Educational initiatives in waste
segregation and environmental protection





Our Strategy

We believe that plastic is
the material of the future.

We use it responsibly!

**All our packaging can be
processed multiple times.**

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Ecology is **important to us.**



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