

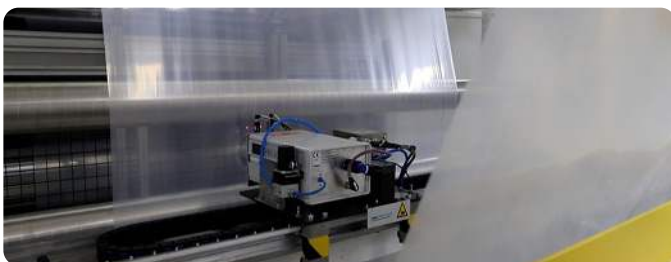
# AmPrima™ FROM AMCOR

Recycle ready solutions  
with no compromise  
on performance



AmPrima™ is a portfolio of more sustainable packaging solutions, designed to be recycled, if clean and dry, through existing store drop-offs or curbside where available. It offers a more sustainable choice for your brands and products with no compromise on performance.

Currently available in a range of PE and PE Plus formats, AmPrima™ employs a variety of technologies including proprietary techniques unavailable elsewhere. This delivers the **heat resistance, stiffness, clarity, graphics performance** and **run speeds** that you demand, matching the performance of current unrecyclable alternatives in the vast majority of cases.



## Performance benefits of AmPrima™

- ✓ Heat resistance
- ✓ Film clarity and product visibility
- ✓ Reverse printing protects brand graphics and provides great appearance on shelf
- ✓ Resistant to damage
- ✓ Line efficiencies, speed of throughput
- ✓ Ability to seal fitments into PE structures
- ✓ Recycle ready
- ✓ No compromises on performance



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## An environmental and performance challenge solved!

Mixed material films perform really well as packaging and on production lines, but they're hard to recycle.

At Amcor, we've spent many years researching how to replace the layers that aren't compatible with the flexible PE recycling stream with something that is – while still delivering on all the line speeds and performance that you demand from your packaging.

### AmPrima™ is the result.

We use a range of technologies and innovations, some brand new and exclusive to Amcor, to enable us to deliver everything you currently experience with your non-recyclable packaging, including:

**clarity | stiffness | heat resistance | abuse resistance | run speeds | finishing technologies**

AmPrima™ from Amcor runs faster than many other PE films on the market, and gives you access to unparalleled support and innovation on all aspects of your packaging needs, to deliver growth in a more sustainable world.

Our **AmPrima™ PE Plus** range of oriented PE lamination films deliver high levels of clarity, stiffness, heat resistance, surface energy and abuse resistance, unmatched in any other recycle ready films.

Furthermore, the support package options that sit around any partnership with Amcor ensure that your AmPrima™ purchase brings you a **recycle ready alternative with no compromise on performance.**



## Extra features available with AmPrima™

- Compatibilized EVOH layer for oxygen barrier
- Low SIT sealants for reduced dwell times on fitment application
- Blown film annealing for uniformity, flatness, and better printability
- Digital print with PE-based inks and primers, and enhanced print finishes
- Ease of use features
- Enhanced sustainability with PCR or bio-based resin

## More sustainable with up to 50% recycled content

up to **50%**  
**PCR**

Most of our AmPrima™ films can support the addition of up to 50% PCR content and still be recycle ready – this is the circular economy in action, and our R&D teams are working constantly to increase sustainability benefits.



**Sustainability-marketed products are gaining market share 7x faster than conventional counterparts. Your packaging can help build and reinforce your sustainability message to shoppers.**

## Do your customers know they can recycle your packaging?

84% of consumers say they would be more likely to buy a product with a How2Recycle® label on it. With AmPrima™ films you get access to our R&D and sustainability expertise to help you navigate the process of verifying and communicating your packaging's recyclability so you can grow your market share.



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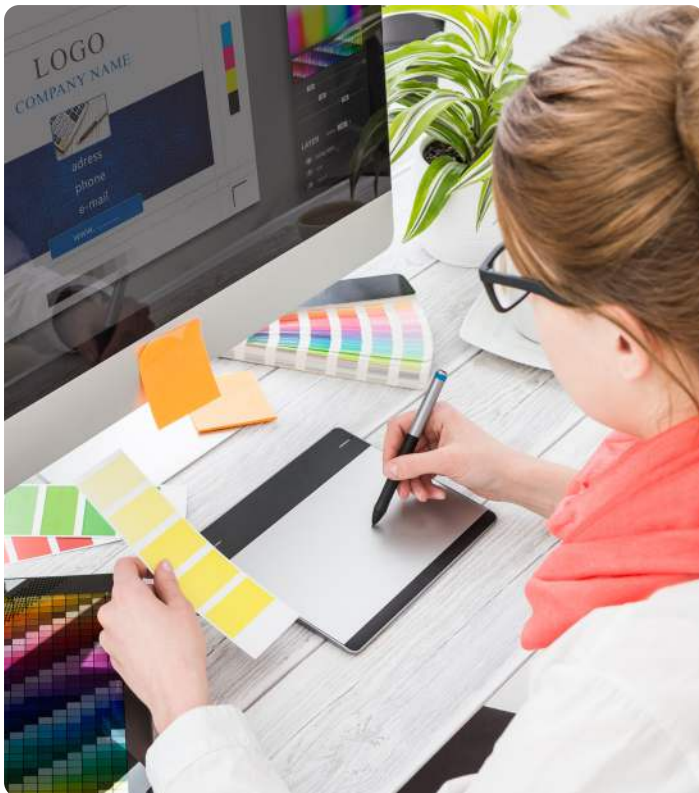
## Certify the sustainability of your packaging

From labels to certification of materials, the process can be complex. But clear communication to consumers of the sustainability of your packaging can lead to greater share. With AmPrima™ films you get access to our R&D teams to help you navigate the process of verifying and communicating your packaging's recyclability so you can attract that 84%.



## Helping brands and products to stand out

Any packaging solution from Amcor includes access to our deep capabilities in structural design, graphic design, pre-press and finishing technologies. Together these turn your packaging into a medium to communicate with your customers. Tactile elements, imagery, graphics and copy convey nutritional, sustainable and ethical benefits, and vacuum skin films display product freshness appeal.



## ASSET™

### Data-driven decision making for more responsible packaging.

There is no “best” packaging type for all applications, so brand and product owners need to be able to evaluate their options.



Amcor's Advanced Sustainability Stewardship Evaluation Tool (ASSET™) is an in-house tool for the comparative assessment of the sustainability performance of different packaging options throughout their entire life cycles. It has been 3rd party certified by the Carbon Trust.

## Environmental benefits of AmPrima™

According to an ASSET™ assessment comparing an AmPrima™ PE Plus film with the incumbent PET laminate, using the AmPrima™ film results in:

**69% reduction in non-renewable energy use**

**55% reduction in carbon footprint**

**43% reduction in water consumption**

These figures assume 100% recycling of the AmPrima™ PE Plus film, but the good news is that some of these savings, such as around a quarter of the carbon footprint reduction, come from the production of AmPrima™, so it's a more sustainable choice before we even consider end-of-life.

Every one million square meters of incumbent PET laminate displaced by AmPrima™ PE Plus equates to:



turning off  
4240 CFL light  
bulbs for  
1 year



removing  
63 cars from  
the road for  
a year



not taking  
4090  
10 minute  
showers

**Amcor Flexibles  
North America -  
the team behind  
AmPrima™**



We are North America's trusted packaging partner because we live up to our responsibilities to protect, preserve and promote your products, to drive a sustainability agenda through the packaging industry, and to deliver measurable better value for you, your business and your consumers.

**Trusted to provide more sustainable responsible packaging**

- Developing ASSET™, a life cycle assessment tool, enabling you to make better decisions for more responsible packaging.
- Innovating more sustainable solutions, like AmPrima™ – recycle ready with no compromise on performance.

**Trusted to solve customers' challenges today and in the future**

- Our huge product portfolio gives us unparalleled breadth and depth of product, market, channel and technical knowledge.
- We are vertically integrated, adding value, accelerating speed to market and reducing risk.

**Trusted to lead the industry in meeting the challenges of tomorrow**

- Our Catalyst™ team, takes clients from concept to reality through collaborative innovation.
- Our globally-connected R&D teams apply their deep capabilities in materials science and packaging technologies to unlock growth in a more sustainable world.

**Trusted to deliver every step of the way**

- End to end brand management and graphics services that really help your products stand out on shelf.
- Finishing technologies that enhance performance in the eyes and hands of the consumer.
- Technical Service, available 24/7 to optimize the machine and material interface.

***"So Amcor literally does everything for everybody. But are you expert enough to meet my unique needs in my niche market and channel?"***

**YES!**

All this breadth and scale of experience is driven by Amcor's teams of experts in every market.

Whatever the uniqueness of a customer's need, Amcor has the experts to deliver it.

- AmPrima™ recycle ready portfolio
- 150+ presses
- 30+ plants
- Experienced with 200+ machine types
- 200+ markets
- Manage artwork for 120 customers and 12000 SKUs
- 650+ R&D scientists and engineers globally
- ASSET™ LCA tool certified by the Carbon Trust
- Pledged to make all our packaging recyclable or reusable by 2025
- 8500+ product specs
- Neenah Innovation Center
- 270 visits per year to Catalyst™
- 30% cost and 20% time savings with our graphics and pre-press service
- A PACKAGING PARTNER YOU CAN TRUST
- 24/7 Technical Service support
- 700+ new specs a year