

DON SIMON'S CHANGE OF PACKAGING

Don Simon is the first brand to launch a new environmentally-friendly packaging in 2018, a milestone we need to take advantage of, as the **ENVIRONMENT** is one of the most strategic elements in our company.



As you can see, the whole NFC range changes, including chilled and organic products.

Other products such as gazpacho will also change, until completing 100% of Don Simon products.



We are moving towards more natural tones, which means a strong commitment to the environment, not only because of the visual impact it will make on supermarket shelves, but also because of the CO2 reduction it implies.

With this new packaging, the white layer on which colours used to be printed and the bleaching chemicals are replaced. Now texts will be printed directly on the cardboard surface.

Improvement of the packaging

We have added 3 logos on the front part, with very important messages:

100% Recyclable

61% of the pack has a plant origin: This percentage will go up (to 80%) when we switch to Ultra-Edge in January 2019, as the lid will be also have a plant origin.

53% less CO2

0 gr CO2: Elopak (as opposed to Tetra-Pak, in the NFC orange range and organic) compensates its CO2 emissions with the plantation of trees. That's why we can indicate we emit 0 grammes of CO2 on the package.



Market research summary

A recent study carried out in Madrid and Barcelona highlights society's big concern about the environment, especially about the fight against plastic - an issue which has been particularly relevant in the media this year.

This packaging is environmentally-friendly, clean and it maintains the brand's identity. Its natural appearance means that consumers see more value in the product.

Huelva: Triple Zero target

We will devote more space on the pack to communicate the environmental progress made by our Huelva plant, worldwide pioneer thanks to its cutting-edge technology (according to the above-mentioned study, this was a differentiating factor for the brand).

On one of the sides, we highlight our Huelva plant's **TRIPLE ZERO TARGET**:

ZERO WASTE

We transform the orange skin into animal feed, essential oils and a marvellous perfume.

ZERO POLLUTING EMISSIONS

With our trees, we reduce the equivalent of 3,000 cars' CO2 emissions per year

ZERO WATER CONSUMPTION

We reuse 100% of the water to irrigate orange trees.

Protection of the great bustard: the old design has been replaced by a more modern one.



FSC certified paper: This certification guarantees that forests where cardboard comes from have had a sustainable forest management.

