



# pet sustainability coalition

Accelerating pet businesses through environmental and social impact

# PACKAGING collaboration



With a shared desire to lower their environmental impact, two companies came together with the Pet Sustainability Coalition to drive packaging performance and to demonstrate brand commitment by reducing waste.

*Excel Packaging is proud to be working on collaborative projects to help drive thoughtful packaging innovations. Excel has adopted sustainability as a core value and we see this as a starting point for continued sustainability improvement.*  
-Excel Packaging

*"Collaborating with Excel and PSC has allowed us to make better packaging decisions and to reduce our environmental impact"* -Zuke's



PSC has everything you need to perform a life cycle analysis on your packaging portfolio. Visit our **toolkit** at [www.petsustainability.org](http://www.petsustainability.org)

# RESULTS

## Environmental Impact



GHG Emissions  
9% Reduction



Water Use  
12% Reduction



Biodiversity Impact  
17% Reduction

## Transportation Impact

**Before:** 17.8 Trucks needed to ship 500,000 zukes treat packages

**After:** 11.4 trucks needed



Decreasing the size of the pouch led to a decrease in total waste.



## what's next?

*While flexible packaging has many environmental benefits, recyclability is still difficult. We are working hard to provide solutions so that our customers can make easy choices to protect the places we love to play with our pets. Stay tuned!*