Introduction

The purpose of this guide is to provide consolidated content for direction on secondary packaging. At Walmart, secondary packaging is defined as the outer case utilized to ship products through our distribution networks or directly into stores so that items can be merchandised on shelf efficiently and effectively. Secondary Packaging includes outer cases, shelf-ready packaging, and PDQs. While every effort has been made to provide a clear understanding of our requirements, no single resource is capable of identifying every possible scenario. Use this guide, the resources contain herein, and the contact information provided to ensure all requirements are met. For ease of use, the content contained within guide has been organized by Supply Chain Standards, Retail Ready Packaging Standards, and Graphic Treatment Standards.

Retail Ready Packaging Standards: Walmart classifies Retail Ready Packaging (RRP) as both shelf-ready packaging and PDQs (features/displays). Shelf-Ready packaging (SRP) refers to the packaging that not only ships into the stores, but also can be unloaded from the truck and placed directly on the store shelf with little to no extra effort. Additionally, PDQs can be unloaded from the truck, pulled to the sales floor, quickly unwrapped, and are ready for customers to shop. RRP can save time for store associates while helping to give your product presence in store. Refer to the Retail Ready Packaging Standards section to learn more about store fixtures, SRP structure guidance, and PDQ standards.

Graphic Standards: The structure of your RRP is the first step, but your RRP will also require graphic treatment to maximize in-store presence while improving the customer shopping experience. Walmart utilizes specific colors for key seasonal events as well as strategic colors and/or iconography for department specific seasonal campaigns. Refer to the Graphic Standards section to learn more about seasonal colors, graphics, RRP front lip guidance, and private brand logos.

Supply Chain Standards: The master shipping case is what protects and contains the product from the time it leaves the supplier to when it arrives at stores and includes critical case identifiers. Refer to the Supply Chain Standards section to learn many of the concepts and requirements for shipping through Walmart's Supply Chain networks, e-Commerce requirements and Direct Importation information.

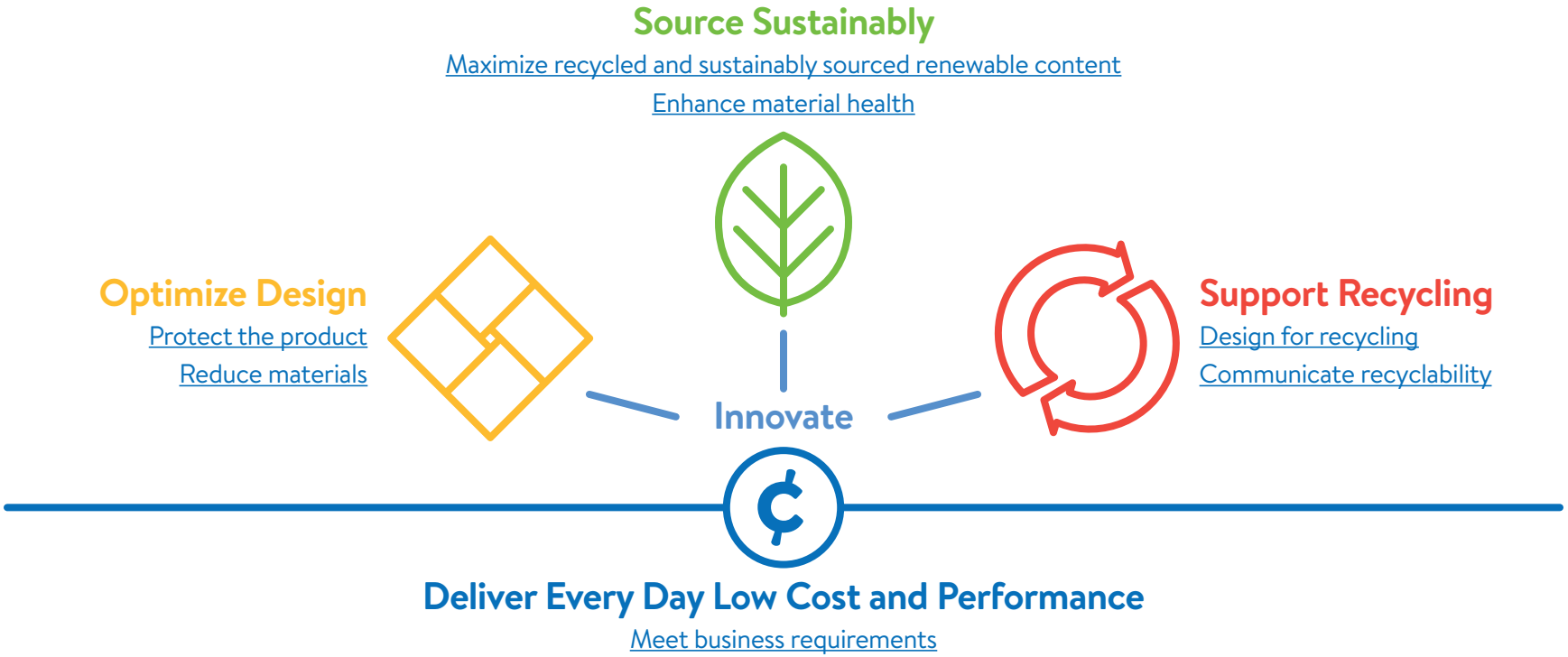
Case Markings: Additional iconography and color bands are leveraged throughout Walmart's Departments to drive in-store efficiency. Refer to the Case Marking section to learn if supplemental case markings are required for your items.

With all secondary packaging, Walmart aims to reduce the environmental and social impacts of private brand and national brands packaging while maintaining our ability to deliver quality products all the way from the manufacturer to the store shelf and customer.

For more information about Walmart's expectations and requirements around Sustainable Packaging, refer to the Sustainable Packaging Playbook.

Sustainability Priorities

By optimizing design, sourcing sustainably and supporting recycling in packaging, companies can work to reduce greenhouse gas emissions through reduced weight in transportation, increased use of recycled content, and mitigating carbon from landfill. Designers, manufacturers and brands have a unique opportunity to help deliver more efficient, innovative, and sustainable packaging to shelf. The Recycling Playbook is for companies setting recyclable packaging and recycled content goals.



Walmart aims to reduce environmental and social impacts of private brand and national brand packaging, while maintaining our ability to deliver quality products to customers.

This playbook provides an overview of sustainable packaging best practices for suppliers interested in improving and innovating packaging. While the focus is on consumer-facing packaging, practices may impact or also be applied across the entire packaging system.

This playbook is not meant to replace business requirements. Rather, sustainable packaging best practices may be used to complement business needs.

Sustainability

Walmart Sustainable Packaging

We expect National and Private Brand suppliers to be in compliance with local, state and federal laws. We encourage our suppliers to follow these guidelines whenever possible to help reduce the environmental and social impacts of packaging materials.

Optimize Design

- Eliminate unnecessary packaging, such as extra boxes, ties, or layers of packaging
- "Right size" packages—design appropriately for contents and merchandising requirements, and to prevent damage to the product
- Shift to reusable containers when possible

Source Sustainably

- Increase use of recycled and sustainably sourced renewable content
- Credibly certify products sourced in accordance with our corporate commitment to zero net deforestation
- Remove/reduce/restrict use of materials that may present human health and environmental toxicity risks
- Eliminate use of biodegradable additives in petroleum-based plastics in compliance with state laws*
- Certify that packaging and packaging components are in compliance with state Toxics in Packaging laws
- Remove, reduce, or restrict all priority chemicals

Support Recycling

- Increase use of recyclable content
- Ensure all recyclable/compostable/marine-degradable claims are supported with appropriate substantiation, including testing where appropriate, and meet all applicable federal, state and local requirements
- Use a consumer-friendly recycling label—SPCs How2Recycle label is preferred
- Work to improve infrastructure for hard-to-recycle packaging and products

Commitment to Every Day Low Cost (EDLC) and Performance

* Walmart U.S. and Sam's Club U.S. support elimination of the use of biodegradable additives in petroleum-based plastics for all it's products and packaging.

Walmart Recycling Playbook

For companies setting recyclable packaging and recycled content goals, this document is a supplemental resource for your consideration. Information in this document is presented by packaging format (i.e., bottle, box, etc.) and is focused on the most common packaging formats found in Walmart stores. This document is not exhaustive for all packaging formats nor is the information intended to be prescriptive. For more general information on sustainable packaging, please refer to Walmart's Sustainable Packaging Playbook.

For each major packaging format, we have provided information which is designed to capture recyclability information based on existing infrastructure (with a focus on North America). This document also provides perspective on feasible recycled content levels based on current industry practice. We have also tried to identify design elements which can pose barriers or challenges to recycling.

Walmart encourages all suppliers to take a life cycle perspective when seeking to optimize package design. While we want to see all of our suppliers striving to minimize material usage and advance a circular economy for plastics, it is also important to consider potential trade-offs of material choices elsewhere in the life cycle and take those into consideration when making design choices (e.g., increased package weight impacting transportation greenhouse gas emissions, responsible sourcing of fiber based packaging, etc.).

Consider using consumer-friendly recycling labels, like the How2Recycle® label to make it easier for customers to know what they can and can't recycle. For more information, visit: members.how2recycle.info.

Thank you to *Pure Strategies*, *The Association of Plastic Recyclers* (APR), and the *Sustainable Packaging Coalition* who were key partners in the development of this playbook. Additional information on plastic packaging is available in the *APR Design® Guide For Plastics Recyclability.*

OPTIMIZE	CHANGE	ADVANCE
THE RECYCLING PLAYBOOK		

TABLE OF CONTENTS

Suppliers are reminded that they are responsible for the compliance of their products, including their products packaging, with all applicable laws and regulations, including laws and regulations applicable to recyclability and compostability, such as the FTCs Green Guides and California's Public Resources Code. Walmart does not give its suppliers legal advice. Suppliers should consult their own counsel with questions about the applicability of laws and regulations to their products and packaging.

A View Of The Recycling System Stages And Considerations

Collection

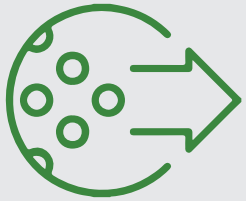
Collection available for a substantial majority of consumers

NO

Sortation

Packages are separated and aggregated for further processing

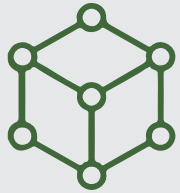
NO



Processing

Commercial processes recover material

NO



End-Market

The recycled material is used in new products

NO

Consumer

At least a 30% recycling rate achieved for over 400 million inhabitants

NO

Recyclable

Walmart utilizes the Ellen MacArthur Foundation's definition for recyclability, and ISO definitions for recycled content, compostability, and reuse for purposes of measuring progress on Walmart's global sustainability goals

NOT RECYCLABLE

Change to be recyclable OR **Advance** innovation and work with local collective organizations to improve recycling (without being problematic to the existing systems) or another circular economy solution (e.g., reusable or certified compostable package for appropriate uses)

May be recyclable in some regions (e.g., U.S.), but does not meet the definition for being globally recyclable

Optimize design for existing recycling systems and work to increase recycling rates above 30%

Examples Of Recycling Challenges For Packaging Across The System

Collection

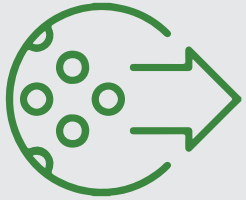
No collection for PET or PP films.

- If mixed with store drop-off (for PE) it gets discarded as waste.

Sortation

Shrink sleeves can decrease the surface available to detect the plastic type for sorting.

- Undetected PET and HDPE packages get discarded as waste.



Processing

Paper labels on plastic may not easily separate in processing.

- The paper is not recovered and contaminates the plastic stream, reducing yields and quality.

End-Market

Very small amounts of PVC in PET are unacceptable for end markets.

- The collected, sorted, and recovered PET with PVC is contaminated, diminishing PETs value.

Consumer

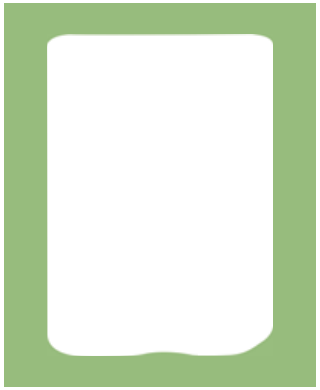
Collection is less than 30% •

- PE plastic film through store drop-off programs (collection needs to improve).

Recyclable

Walmart utilizes the Ellen MacArthur Foundation's definition for recyclability, and ISO definitions for recycled content, compostability, and reuse for purposes of measuring progress on Walmart's global sustainability goals

EXAMPLES OF RECYCLING CHALLENGES AT EACH STAGE



How to Use the Playbook

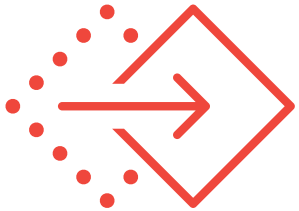
OPTIMIZE

Recyclable packages

Small issues can be detrimental or make a package not compatible with recycling (e.g., color, labels)

ACTION:

Use this playbook to help design out elements not recyclable and detrimental to recycling



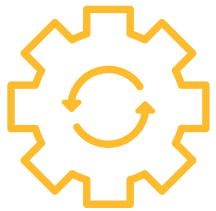
CHANGE

Packages that are not recyclable

These may contaminate high value recycling streams or have feasible replacements

ACTION:

Switch to a recyclable package, see this playbook for ideas



ADVANCE

Packages that are not widely recyclable

Barriers in recycling systems at this time

ACTION:

Invest and engage in the development of a recycling, reuse, take-back, or composting solution

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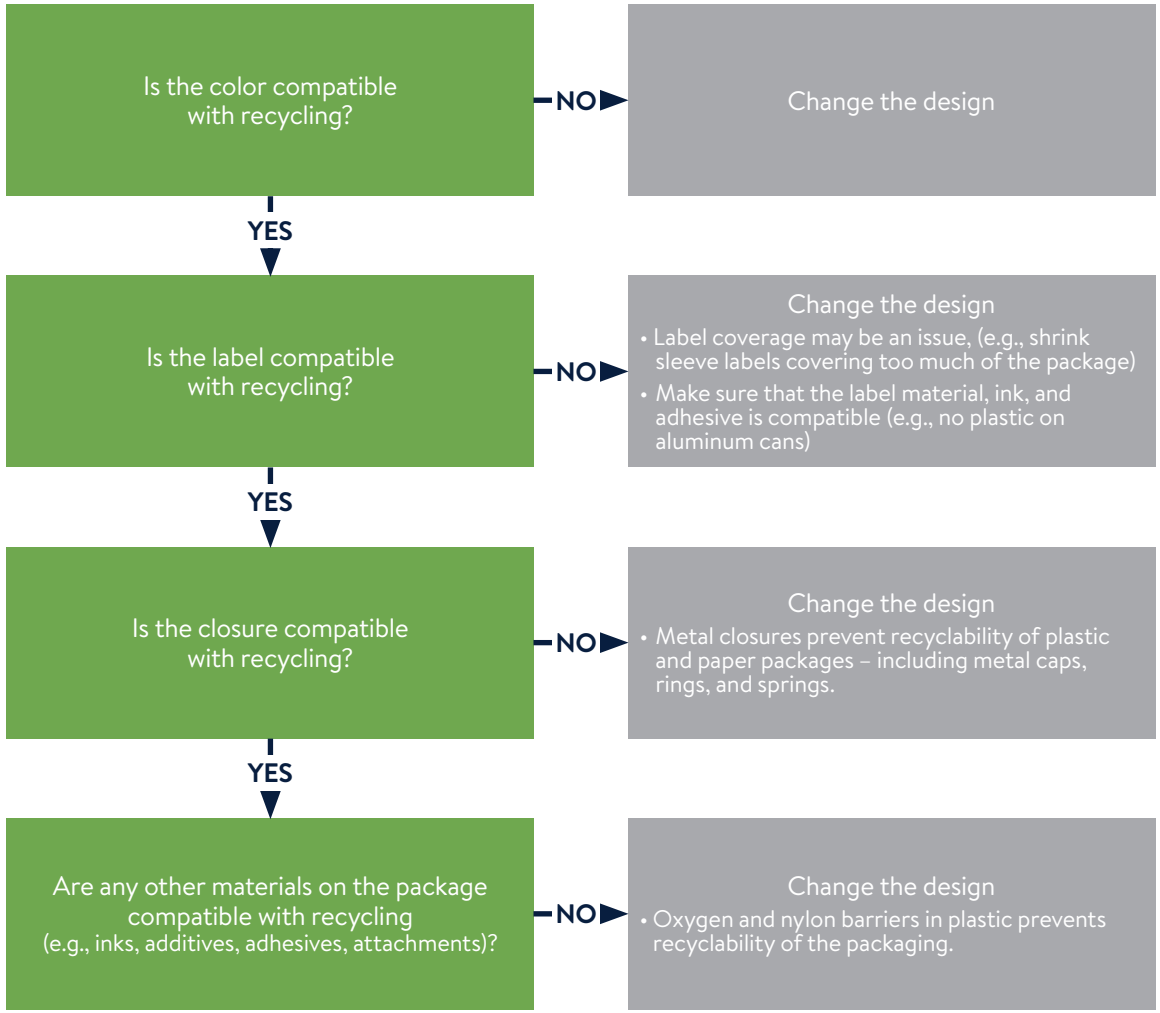
Optimize, Change, or Advance Packaging as Applicable

Review the following pages for guidance and ideas for optimizing packages that are potentially recyclable and changing packages that are not recyclable or advancing development to get to a circular economy solution.

OPTIMIZE Use this playbook to help design out elements not recyclable and detrimental to recycling	CHANGE Switch to a recyclable package, see guides for ideas	ADVANCE Invest and engage in the development of a recycling, reuse, take-back, or composting solution
Bags, Films, and Pouches: • Paper • Plastic*: PE, HDPE, MDPE, LDPE, and LLDPE	**Bags, Films, and Pouches:** • Made from multiple materials • Plastic: nylon, PET, PP, PVC, PVDC	**Bags, Films, and Pouches:** Heat-in-the-bag, some advanced barriers, meat film and soaker pads, customer demand, life cycle considerations
Bottles, Jars, Jugs, and Tubs: • Glass • Plastic: HDPE, LDPE*, PET	**Bottles, Jars, Jugs, and Tubs:** • Plastic: acrylic, PETG, PS, PVC, miscellaneous plastics, and multiple materials	**Bottles, Jars, Jugs, and Tubs:** • Plastic: PP
Boxes: Paperboard, Corrugated Board, and Molded Fiber **Canisters and Cartons:** Paper-based including: • Simple containers without metal (e.g., paperboard) • Multi-layer containers for shelf-stable products (e.g., aseptic boxes) and coated containers for refrigerated products (e.g., gable top)	**Canisters and Cartons:** Paper-based containers with metal tops or bottoms	**Canisters and Cartons:** Coated paper-based containers for frozen products
Cans: Steel, Aluminum (including aerosols and others)		
Cushion, Dunnage, and Inserts: • Paper, Corrugated Board, and Molded Fiber • Plastic*: PE	**Cushion, Dunnage, and Inserts:** Expanded polystyrene and other resins	
Trays, Clamshells, and Thermoforms: • Paper and Fiber-based	**Trays, Clamshells, and Thermoforms:** • Plastic: EPS, PS, PVC	**Trays, Clamshells, and Thermoforms:** • Plastic: PET
**Plastic packages that have established recycling systems in the U.S., but not yet at rates consistent with the requirements for global reporting of progress according to the New Plastics Economy Global Commitment.*	**Other:** • Blister packs (multiple materials) • Flat plastic	**Other:** • Tubes made from plastic with multiple materials • Small plastic containers (<2" in more than one dimension)

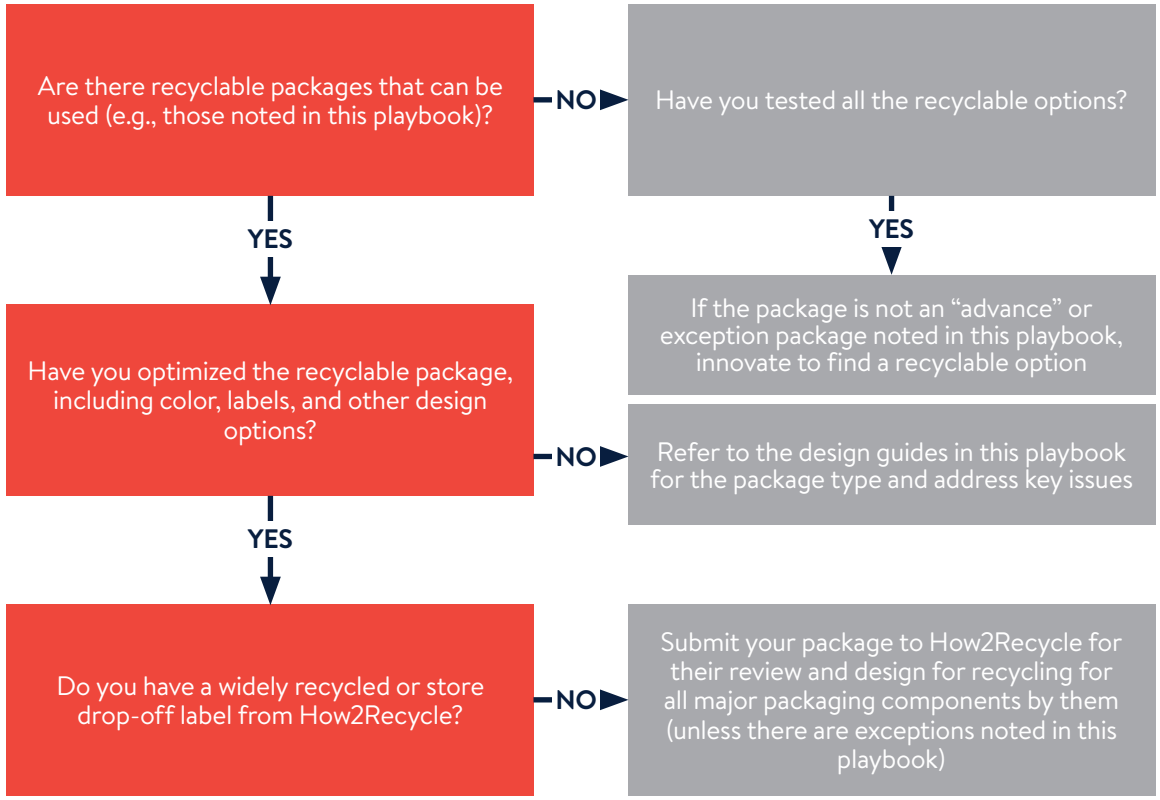
OPTIMIZE Design Guides for Recycling

Steps to take to "optimize" your package by avoiding elements not recyclable and elements detrimental to recycling in order to support sortation, processing, and end markets.
- Refer to the rest of this playbook for more information; follow the green pages and avoid the challenges on the gray pages.



CHANGE TO A RECYCLABLE PACKAGE

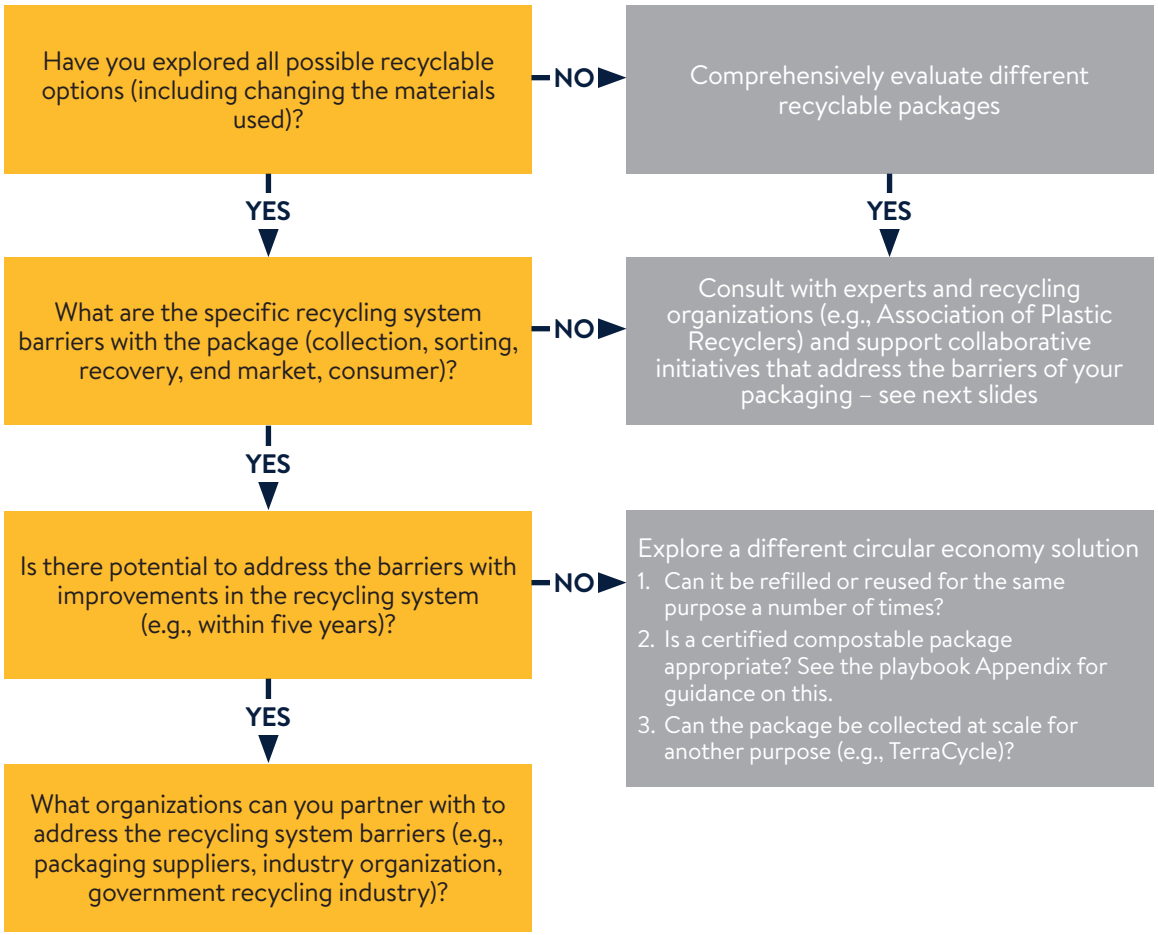
Steps to take to "change" to a recyclable package and optimize its design for recycling



Walmart's aspiration is zero plastic waste… not zero plastic. While we want to find ways to use less plastic, major packaging changes should be done with thought to ensure there aren't major trade-offs, such as an increase in greenhouse gas (GHG) emissions. If you participate in Project Gigaton, you can use the Project Gigaton packaging calculators to estimate potential GHG impacts for purposes of reporting in that program.

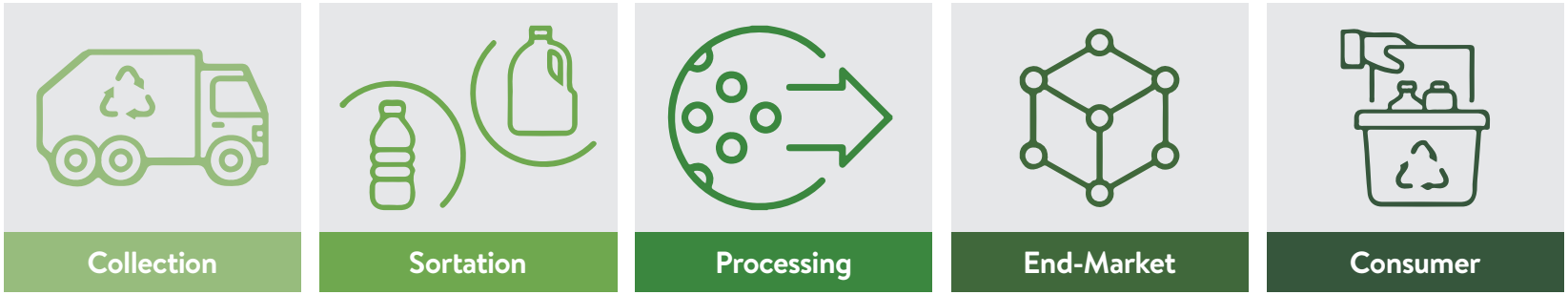
ADVANCE to a Circular Economy Solution

While experts recommend designing your packaging to fit the existing recycling system (optimizing or changing the package), there are some packages close to being recyclable or some that have no short-term options. Below are steps to take to "advance" your package by developing a recycling, reuse, take-back, or composting solution for the package **- Refer to the rest of this playbook for more information**



Changing Packaging with a System and Life Cycle View

When changing package design for recyclability, aim for:
- Optimizing each stage of the recycling system
- No major trade-offs for environmental or other impacts



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Design changes for recyclability have different levels of investment, optimizing packages has lower barriers and thus requires less investment of time and cost than most changes and advances

Key Levers of Change to Support Recycling

*Optimize and Advance packages have key levers of change for recycling, noted below – **Refer to the rest of this playbook for additional information.***

*Change packages should switch to a recyclable package – **Refer to the rest of this playbook for ideas.***

Bold=primary focus

Design

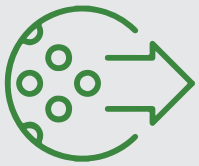
Use best practices to design for recycling

Collection

Collection available for a substantial majority of consumers

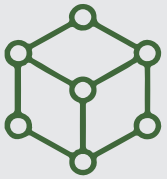
Sortation

Packages are separated and aggregated for further processing



Processing

Commercial processes recover material



End-Market

The recycled material is used in new products

Consumer

Reach at least a 30% recycling rate

Optimize **packages levers of change**	**Remove contaminants** **Use compatible labels**					**Engage consumer**
Advance: **Bags, Films, and Pouches made from multiple materials**	Use single resin	**Improve collection**	**Improve sortation**	Improve processing	Improve end market	Engage consumer
Advance: **Bottles, Jars, Jugs, and tubs made from PP**	Remove contaminants		**Improve sortation**			Engage consumer
Advance: **Canisters and Cartons: Coated paper-based containers for frozen products**	Remove contaminants	**Improve collection**	**Improve sortation**	**Improve processing**	**Improve end market**	Engage consumer
Advance: **Trays, Clamshells, and Thermoforms made from PET**	Remove contaminants	**Improve collection**	**Improve sortation**	Ensure processing	Ensure end market	Engage consumer
Advance: **Tubes made from plastic with multiple materials**	Use single resin	**Improve collection**	**Improve sortation**	Improve processing	Improve end market	Engage consumer
Advance: **Small plastic containers** (<2" in more than one dimension)	**Use single resin**		**Improve sortation**			Engage consumer

Key Collaborative Initiatives to Support in order to Progress Recycling

Below are some of the collaborative initiatives to consider investing and engaging in to progress recycling

Design

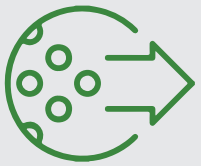
Use best practices to design for recycling

Collection

Collection available for a substantial majority of consumers

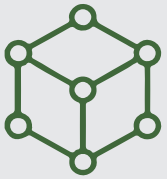
Sortation

Packages are separated and aggregated for further processing



Processing

Commercial processes recover material



End-Market

The recycled material is used in new products

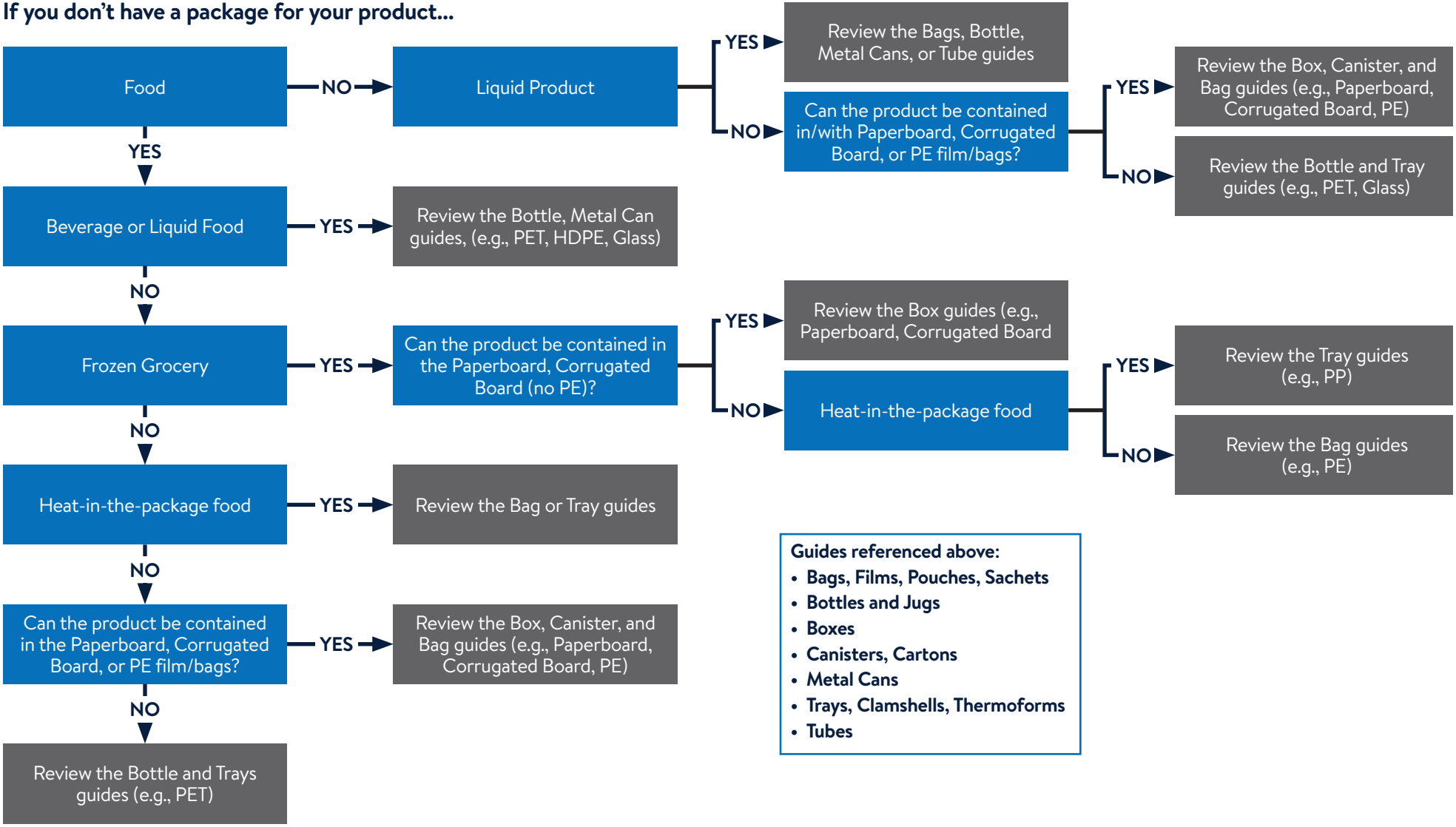
Consumer

Reach at least a 30% recycling rate

Optimize **packages levers of change**	The Association of Plastic Recyclers Design® Guide for Plastics Recycling		APR Recycling Demand Champions, Project Gigaton, U.S. Plastics Pact	How2Recycle, U.S. Plastics Pact
Advance: **Bags, Films and Pouches made from multiple materials**	APR Films and Flexibles Committee	APR, The Recycling Partnership's Film and Flexibles Coalition, Materials Recovery for the Future, U.S. Plastics Pact		How2Recycle, U.S. Plastics Pact
Advance: **Bottles, Jars, Jugs, and Tubs made from PP**	APR Market Development Committee	APR, The Recycling Partnership's Polypropylene Recycling Coalition, U.S. Plastics Pact		How2Recycle, U.S. Plastics Pact
Advance: **Canisters and Cartons: Coated paper-based containers for frozen products**				How2Recycle, U.S. Plastics Pact
Advance: **Trays, Clamshells, and Thermoforms made from PET**	APR PET Technical Committee	APR, The Recycling Partnership, Foodservice Packaging Institute, U.S. Plastics Pact		How2Recycle, U.S. Plastics Pact
Advance: **Tubes made from plastic with multiple materials**	APR Rigid Olefin Technical Committee	APR, The Recycling Partnership, U.S. Plastics Pact		How2Recycle, U.S. Plastics Pact
Advance: **Small plastic containers** (<2" in more than one dimension)	APR MRF Committee	APR, The Recycling Partnership, U.S. Plastics Pact		How2Recycle, U.S. Plastics Pact

Which Guide to Start with?

If you don't have a package for your product...



Guides referenced above:

- **Bags, Films, Pouches, Sachets**
- **Bottles and Jugs**
- **Boxes**
- **Canisters, Cartons**
- **Metal Cans**
- **Trays, Clamshells, Thermoforms**
- **Tubes**

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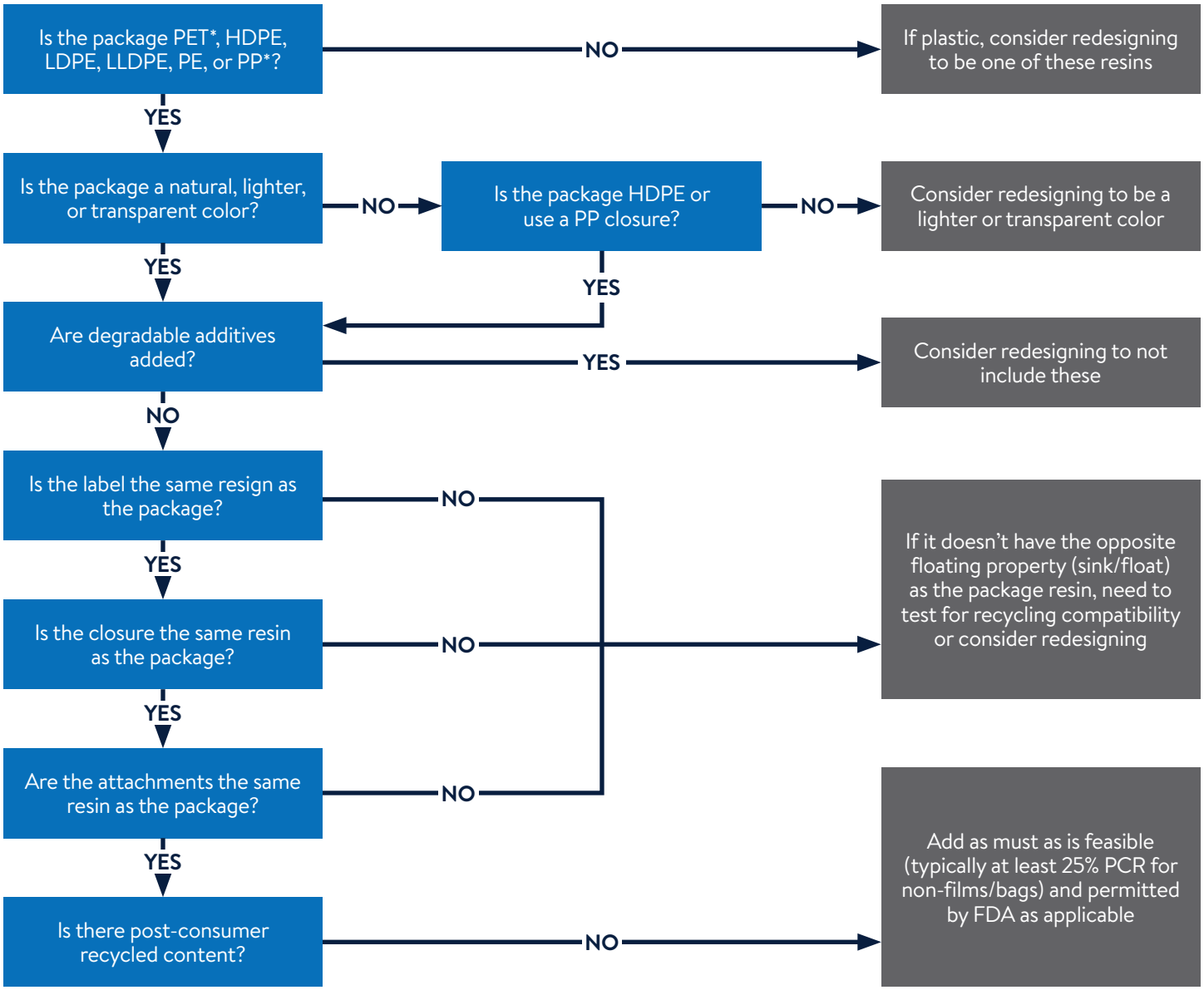
Quick Tips for Designing Plastic Packaging for Recyclability

*How2Recycle currently classifies PP and non-bottle rigid PET packages with a “Check Locally” label.



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Walmart Recycling Playbook

For Specific Guides by Packaging Format:
Go to - *Walmart Recycling Playbook*

Where to find it:

The latest version will be accessible through the *Walmart Sustainability Hub*

Additional Packaging Resources:
Sustainable Packaging Resources