



**PACKAGING**

**FOR A HEALTHY**

**LIFESTYLE**

## **ASEPTIC PACKAGING: More than a juice box, and environmentally smart from the start!**

Products such as milk, chopped tomatoes, whipping cream, pancake syrup and liquid eggs are now available in aseptic packages in the U.S. Additionally, aseptic packages are among the most environmentally responsible packages on the market today: energy-efficient, recyclable and an excellent example of minimal packaging (less material from the start)!

The aseptic package delivers this and more. Here are just a few benefits of aseptic packages:

### **CONVENIENT: Portable and lightweight, take them anywhere!**

**On-the-Go Lifestyles:** Briefcases, gym bags, coat pockets — aseptic packages of juices and drinks fit almost anywhere. Commuters, fitness buffs and busy moms are among the many who look to aseptics for instant pick-me-ups.

**What Else Is New?:** Your pick-me-ups are not limited to juice. Milk, iced tea and sports drinks are also available in aseptic cartons.



### **INNOVATIVE: A wide range of choices**

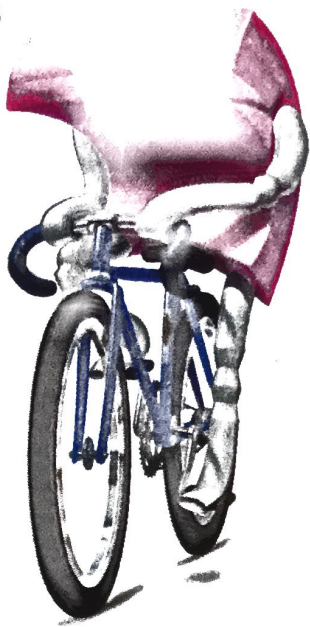
**Milk Without Refrigeration!** The revolutionary aseptic package requires no refrigeration until ready for use or opened. That means natural, wholesome milk (with no additives or preservatives) can be stored for six months without refrigeration. Stock the half-pint and quart-size aseptic cartons in your cupboards, and when you need milk — simply chill and serve. You will never run out of milk again.

**Juice Concentrates!** A small 8-ounce carton of concentrate, when mixed with water, becomes 1-1/2 quarts of juice. This convenient package is lightweight and easy to

## TIPS FOR ON-THE-GO LIFESTYLES, How Aseptic Packaging Can Help:

### NUTRITION ON-THE-GO

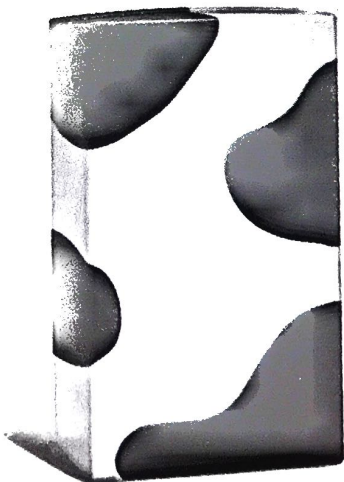
- **PARENTS:** Aseptic packages provide convenient, nutritious treats for kids during car trips and airplane flights.
- **COMMUTERS:** The compact, shatterproof packages conveniently fit in purses and briefcases.
- **LUNCH PACKERS:** Freeze a "drink" box the night before and pack next to perishables. The lunch remains cool, and by noon the juice is ready for drinking!



### STOCKING UP ON MILK

Store real milk for six months or longer without refrigeration.

- **STORM WATCH:** Stock up on aseptic cartons of milk for those unexpected storms that keep you indoors. This is especially useful for the elderly.
- **TRAVEL TIP:** Take it with you in the car when you're traveling to a vacation destination. There is no need for refrigeration in transit; just chill when you arrive and enjoy.
- **RUN OUT OF MILK LATELY?** Keep this milk on hand when you don't get to the store often. You'll never reach in the refrigerator for a container of milk past its freshness date again.





carry home and easy to mix — aseptic packages require no refrigeration so there is no need to thaw before mixing.

### Garden-Fresh Tomatoes Year-Round!

Because the aseptic process places less heat stress on foods and beverages than traditional canning processes, products can retain more nutrients as well as natural taste, color and texture. *The good stuff stays good.* Example: When you open an aseptic carton of chopped tomatoes, you'll find bright red, juicy, garden-ripe tomatoes — even in the winter months.



### SHATTERPROOF

The shatterproof package is great for anyone — especially kids. No need to worry about breakage or sharp edges. As for adults, the aseptic package can travel to the office or the gym without shattering in your briefcase.

### HOW IT WORKS: A process and package that go hand in hand

#### Process:

- Aseptic packaging uses an ultra-high temperature process that rapidly heats, then cools the product. This is a major advance compared to traditional canning techniques, in which products are heated at a lower temperature for a long period of time.
- The flash heating and cooling system places less heat stress on the product than traditional canning; therefore, products can retain more nutritional value and natural taste, color and texture.

#### Package:

- The contents are then packaged in a tightly sealed carton that locks out light and air and provides shelf stability.
- Combining the best attributes of paper, plastic and aluminum, the multi-layer aseptic package provides a high level of protection while being lightweight and efficient.

## ENVIRONMENTALLY SMART

The Tellus Institute, an independent environmental research firm, conducted a study examining the environmental impact of various packaging materials. After reviewing the lifecycle of packaging—from manufacture to use to disposal—the study recognized aseptic cartons as one of the best single-serve packaging choices for the environment.

### Why are aseptic packages among the most environmentally responsible packages on the market today?

**SOURCE REDUCTION:** An excellent example of minimal packaging, aseptic packages are made with minimal materials from the start — creating less waste in the end. Aseptic packages are typically 96 percent product and only 4 percent packaging material by weight.

**ENERGY-EFFICIENT:** The aseptic package uses far less energy to manufacture, fill, ship and store than virtually any other comparable package. The package's lightweight, efficient block design and its ability to preserve beverages without refrigeration are key factors in saving energy.

**RECYCLABLE:** Aseptic packages can be recycled through a simple paper recycling process called hydropulping. Currently, 3.5 million homes across the country are recycling aseptic cartons into high-quality paper products such as paper towels, tissues and stationery.



*Recycling figures are current as of January 1995. For the most recent update, please contact the Aseptic Packaging Council.*

## ENVIRONMENTAL TIPS: FROM BEGINNING TO END — AN ENVIRONMENTALLY SMART PACKAGE!

- **ENERGY-EFFICIENT DURING TRANSPORTATION:** The package requires no refrigerated trucks for shipping. Also, the brick shape allows for more efficient packing on trucks. This means fewer trucks, less fuel consumed and less pollution generated.
- **CONCENTRATE ON LESS PACKAGING:** Juice concentrates in aseptic cartons enable you to use less packaging to produce the same amount of beverage and re-use existing containers.
- **SOURCE-REDUCED AND RECYCLABLE:** Aseptic cartons are great examples of source-reduced packaging. This means minimal resources are needed to make the package, and there is less material to discard. Plus, aseptic packages are being recycled in millions of homes across the country.

The Aseptic Packaging Council is a trade association representing the major U.S. manufacturers of drink boxes — Tetra Pak Inc. of Chicago, Illinois, and Combibloc, Inc., of Columbus, Ohio. Founded in 1989, the APC's primary mission is to inform the American public about the product benefits and environmental attributes of aseptic packaging.



### **Aseptic Packaging Council**

1225 Eye Street, N.W., Suite 500  
Washington, DC 20005