

**Pets**

# **Packaging Policy**

**Ref: GSUS101PACKAGINGPOLICY**

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## 1 Introduction

Pets at Home is the UK's leading pet care business, providing pet owners with everything they need to look after their pet – from food, toys and bedding, and grooming services, right the way through to first opinion veterinary care. Our vision is to create a better world for pets and the people who love them.

Our packaging provides a vital function in protecting products from damage, ensuring that they can be transported easily, reducing waste by preserving food for longer, and providing information to our customers, but we acknowledge that in most instances when packaging is removed it becomes waste. From primary packaging which protects the product, to the secondary and tertiary packaging which gets the product to our customers in a saleable condition, we recognise our responsibility to ensure we consider the sustainability of every single item of packaging and commit to innovating our processes to provide sustainable choices to our customers.

This policy outlines Pets at Home's commitments to packaging development and expectations of our suppliers. It should be read and observed in conjunction with Pets at Home's Supplier Code of Conduct. The policy will be reviewed annually to reflect changes in industry and legislation.

## 2 Purpose and Scope

This policy applies to all own-brand products and exclusive brand in the Pets at Home Group, this includes but is not limited to Pets at Home, Wainwrights, AVA, Step-Up, Seriously Good, Love Fish, 3-Peaks, and Noble products. Through appropriate contractual arrangements and our Supplier Code of Conduct, we expect all our suppliers and other business partners to ensure equivalent standards so that all packaging meets the same requirements. This includes all our supplier branded, joint venture and group businesses.

### 3 Policy Application

#### 3.1 Our Commitments

In implementing this policy, Pets at Home are committed to:

1. Ensuring that all our packaging is designed within the 6R framework: Remove, Reduce, Reuse, Recycle, Redesign, Renew
2. Making 100% of our packaging fully recyclable\* by 2028
3. Using at least 70% recycled content across all paper and board packaging by 2028
4. Using at least 30% recycled content across all plastic packaging by 2028
5. Trialling reusable and refillable packaging systems in our Pet Care Centres

*\*Or providing collection points in our Pet Care Centres where packaging cannot be recycled locally*

To meet these objectives, we will:

- Work closely with our suppliers to find sustainable and innovative solutions for the packaging materials and formats that we use.
- Encourage customers to recycle packaging through correct on-pack labelling. Where packaging cannot be easily recycled by the customer, we will provide 'take-back' collection points in our Pet Care Centres.
- Insist that packaging must be compliant with current national and international legislation, and applicable legislation from the country of origin.
- Continue to only source our packaging from known and fully traceable sources.
- Aim to use only water-soluble adhesives and coatings in our fibre-based packaging components to reduce contamination in the recycling stream.
- Implement a dynamic database to monitor our packaging materials and report performance annually against our targets and pledges.

#### 3.2 Preferred Materials

The preferred materials matrix (Appendix 1) outlines our green, amber, and red materials and formats, and the sustainability criteria that apply to each tier. We ask that our suppliers move towards supplying packaging that uses only green materials, as these are easily recyclable by our customers in the UK and aligned to our packaging commitments.

### 4 Definitions

**Recyclable** means the material must be able to be collected, sorted, reprocessed, and manufactured into a new product.

**Easily Recyclable** means the material can be collected and processed as part of the majority of our UK Customers' kerbside waste collection. This also means that packaging using different materials can be easily separated and recycled in the correct waste streams.

**Recycle Ready** refers to products designed to be recycled in the future, where the current infrastructure does not currently exist in the UK. For example, flexible mono-plastics that are not yet widely collected at a domestic level can be taken to collection points in many retail outlets.

**Recycled Content** means that the item includes recycled material. There are 2 key distinctions:

- **PCR (Post Consumer Recycled):** Material generated by households or businesses in their role as end-users of the product, which can no longer be used for its intended purpose.
- **PIR (Post Industrial Recycled):** Also known as Pre-Consumer, this is made up of imperfect products, scraps, and leftovers generated during the production process. It does not count towards PCR content.

**Compostable** means the material can be broken down into water, carbon dioxide and biomass within a defined period of time. This is normally through industrial processes and requires these materials to be identified and segregated from normal plastics. Materials must be independently certified and can either be home compostable or industrially compostable.

**Biodegradable** is a term often confused with compostable. Biodegradation refers to the naturally occurring breakdown of materials by microorganisms such as bacteria and fungi or other biological activity. Unlike composting, there is no specific set of criteria or timeframe for a material to biodegrade, and as such this can be a misleading term.

## 5 Responsibilities

This policy is owned by the Pets at Home Products and Supply Chain Committee which meets quarterly to review our environmental performance in relation to our products and ensure suitable resource is available for its implementation. The policy is approved by our ESG Committee, which operates with delegated authority of our Board, and receives regular updates on performance against our targets.

## 5.1 Expectations of Suppliers

In addition to the requirements set out in our Supplier Code of Conduct and our Terms of Service, we expect our suppliers to support us with working towards our sustainability goals. This includes proposing new materials and technologies that keep in line with current and upcoming legislation as well as new market developments. It is expected that our suppliers will drive forward innovation regarding sustainable solutions, and work towards their own sustainability commitments in order to find improvements throughout the supply chain.

As part of the EPR (Extended Producer Responsibility) legislation, Pets at Home are required to submit accurate data for the packaging we place on the market. This is managed in partnership with our compliance scheme, Valpak. To support this requirement, suppliers are reminded of the importance of responding to data requests from Pets at Home or Valpak in a timely manner and providing accurate packaging data.

## 6 Support & Further Resources

- Further guidance on our sustainability approach regarding products can be found in our Responsible Sourcing Handbook
- Further guidance on our sourcing criteria can be found in our Raw Materials Sourcing Policy
- All own-brand suppliers are provided with a copy of Pets at Home's Packaging Guidelines as part of the product development process. This can also be provided at request

## 7 Appendices

### 7.1 Appendix 1: Preferred Materials Matrix

|                   | GREEN<br><i>Preferred for recycling in the UK via kerbside collection or in-store collection points.</i>                                                                                                                                                                                                                                                                                                                                              | AMBER<br><i>Can be used where requirements are not met by materials or formats in the Green list. Approval needed by PAH.</i>                                                                                                                                                                                                                                                                                                                                     | RED<br><i>Not to be used as customers cannot easily recycle, or they are disruptive to recycling in the UK.</i>                                                                                                                                                                                                                                                                                                        |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Materials         | <ul style="list-style-type: none"> <li>Aluminium</li> <li>Cardboard/Paper/Pulp/Tissue Paper – UV/Matt varnish permitted</li> <li>Glass</li> <li>Mixed &amp; Mono Polyolefin (PE &amp; PP) Film</li> <li>Non-siliconised Glassine Paper</li> <li>PET (Rigid) – clear or natural in colour, rPET preferred where possible, PETG not allowed</li> <li>Polyethylene (LDPE/HDPE)</li> <li>Polypropylene (PP)</li> <li>Steel (excluding staples)</li> </ul> | <ul style="list-style-type: none"> <li>Bio-based Polymers – must be sustainably sourced &amp; traceable</li> <li>Complex Laminates*</li> <li>Expanded Polypropylene (EPP) – white only</li> <li>Nylon Polyamide (PA) Cable Ties</li> <li>Silica Gel</li> <li>Tetra Pak</li> </ul> <p><small>*rigid and flexible complex laminates should only include a mixture of materials where required barrier properties mean mono alternatives are unavailable</small></p> | <ul style="list-style-type: none"> <li>Biodegradable &amp; Compostable Plastics</li> <li>Ethylene Vinyl Acetate (PEVA)</li> <li>Metal Staples</li> <li>Oxo/Oxy-degradable Plastics or Additives</li> <li>PET Flexible Films</li> <li>Polyester Fabric</li> <li>Polystyrene (PS)</li> <li>PVC</li> <li>PVdC</li> <li>Rubber (synthetic)</li> <li>Velcro</li> <li>Waxed &amp; Siliconised Paper</li> <li>Wood</li> </ul> |
| Formats           | <ul style="list-style-type: none"> <li>Mono-material pouches – including spouts, caps, or zips where the same material is used</li> <li>Mono lidding film – where film is same material as tray and permanently attached</li> <li>Films/pots/trays/bottles with recyclable barrier layers ≤5% by weight</li> </ul>                                                                                                                                    | <ul style="list-style-type: none"> <li>Cardboard/Paper laminated on one side with &lt;10% by weight</li> <li>Liquid or food cartons</li> <li>Plastic/Aluminium wet food pouches</li> <li>Shrink sleeves with &gt;40% coverage of bottle body</li> <li>Mono-PE net bags</li> </ul>                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>Cardboard/Paper laminated on both sides OR &gt;10% by weight</li> <li>Any plastics in non-NIR detectable colours</li> <li>Expanded, foamed, or other density modified plastics (except white EPP)</li> <li>Glitter</li> </ul>                                                                                                                                                   |
| Sourcing Criteria | <ul style="list-style-type: none"> <li>Plastics: must have ≥30% recycled content</li> <li>Paper/Cardboard: sustainably sourced, with ≥70% recycled content and no lamination</li> </ul>                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>Plastics: with &lt;30% recycled content</li> <li>Paper/Cardboard: legally harvested source and/or &lt;70% recycled content</li> </ul>                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>Paper/Cardboard: not traceable</li> </ul>                                                                                                                                                                                                                                                                                                                                       |

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