Guidelines for reporting your Private Brand Packaging Data

2022 Sustainability Reporting Cycle
PURPOSE OF THIS DOCUMENT

This guidance document is intended to be used for reference purposes to help guide suppliers through the process of completing the private brand packaging section of Walmart’s annual sustainability survey only and is not intended to provide any legal advice concerning packaging or other compliance related requirements.
Table of contents

- Survey overview (p. 4)
- What’s new in the 2022 Private Brands Packaging Section? (p. 10)
- Survey and calculation guidance (p. 16)
- Is your packaging designed for recycling? (p. 37)
- How recyclability is determined & FAQs (p. 50)
Survey Overview
Our Ambition

Become a regenerative company

To help people live better and sustain our planet

Our Priorities

PEOPLE
• Equity, inclusion, opportunity for associates, suppliers, communities
• Dignity of people in supply chains
• Safer, healthier products

WALMART
• Customer trust
• Supply chain resilience
• Everyday low true cost

PLANET
CLIMATE I NATURE I WASTE
• More sustainable products, packaging
• Zero waste, zero emissions
• 100% renewable energy
• Regeneration of nature
Global Sustainable Packaging Goals
For Private Brands and encouraged for National Brands

1. **USE LESS PLASTIC**
   - 15% virgin plastic reduction by 2025 (vs. 2020 baseline)

2. **MAKE IT RECYCLABLE**
   - 17% post-consumer recycled content globally by 2025

3. **LABEL IT**
   - 100% packaging recyclable, reusable, or industrially compostable by 2025
   - 100% packaging labeled for recyclability by 2022

**Private Brand Goals**

**INNOVATE TOGETHER**
Project Gigaton™

- **Major Contributors**
  - **Energy**
    - Renewable Energy
    - Energy Efficiency
  - **Nature**
    - Regenerative Agriculture
    - Forestry
  - **Waste**
    - Food, Solid Waste Reduction
    - Recycling, Composting
  - **Packaging**
    - Recycled Content
    - Recyclability Reduction
  - **Transportation**
    - Optimized Shipping
    - Zero emission vehicles
  - **Product Use & Design**
    - Design Optimization
    - Sustainable Sourcing

- **4500+ suppliers signed on**
- **574+ MMT emissions reduced or avoided**

EDF | WWF
Scope of Packaging Reporting

Primary Packaging – How2Recycle – Food Specific Labeling - Reuse

What is primary packaging:
• Packaging that goes home with the customer

What is NOT primary packaging:
• Products (napkins, cups, plates, cutlery)
• Ecommerce/shipping packaging
• Shelf/retail ready packaging
• PDQ trays
• Small hang tags (<2.5”)
• Stickers
• Hangers

In most cases, all Private Brand products will have primary packaging. Examples of products without primary packaging includes but are not limited to loose produce; apparel with hang tags < 2.5 in. (6.35 cm); General Merchandise product with only a sticker. If this is the case for your packaging, you need to check the box at the beginning of the sustainability survey stating that you do not have products in primary packaging.
2022 Sustainability Survey Season Dates

**Timeline**

September 6th - November 4th

The opportunity to report is only **once** a year!

**Sections**

- ProjectGigaton
- People*
- Forests
- Packaging
- Textiles**
- All Suppliers
- Select Suppliers
- Private Brand Suppliers

**SUPPLIER TRAINING AVAILABLE:**

View additional Trainings & Webinars on Walmart Sustainability Hub website

Create or login to your company’s Sustainability Portal account

*People includes select departments (Produce, Seafood, Entertainment) and is optional for others.

**Textiles is required for Private/Proprietary Brands suppliers and recommended/optional for National/Licensed Brands suppliers.
What’s new in the 2022 Private Brands Packaging Section?
New QC Pending Status

This year, the Sustainability portal will flag packaging entries for potentially inaccurate data. If your data is flagged, you will receive: a notification upon submission and an email. Both notifications will tell you why your survey was flagged for review and what you can do to help resolve the flags. Submissions marked as QC Pending will be reviewed weekly by our team.

Your packaging data is NOT considered submitted until all flagged data is resolved and the QC Pending Status is removed.

**ACTIONS TO TAKE IF DATA IS FLAGGED**

- Review and correct your data, if necessary. *(If you know your data is accurate, immediately reach out directly to corpsu@walmart.com with an explanation of how your data is accurate and the flag may be removed.)*
- Use the [new chatbot](#) on the Sustainability Hub
- Review recorded trainings on [Trainings & Webinars](#)
- Get help at weekly [Sustainability Office Hours](#)
- Email the Sustainability Helpdesk at corpsu@walmart.com.

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**Thanks for submitting your annual Walmart Sustainability Survey!**

Your survey has been flagged for further review due to one or more of the reasons below. For your convenience, your account users will receive these same details via email.

- You entered a packaging weight above 60,000 MT - that is the equivalent to over 10,000 African bush elephants. Please double check your data or the unit of measurement selected (lbs, kg, MT) to ensure that your packaging really makes up the weight of 10,000 elephants.
- The packaging weight per item you have entered is too high. Please double check the number of units sold and the total packaging weight. Ensure that you are not including the weight of the packaging that goes home with the customer and not the product weight. Remember, a packaging unit is a consumer unit or selling unit (what the customer purchases). Example: A case of 40 pack of bottles is one consumer unit. One mill jug is one consumer unit.

Here's an example: You sold 5000 cases of 40 pack PET water bottles to Walmart. Each PET water bottle in the case weighs 19 grams, without water in it. It weighs about 1 lb with water in it. You will need to aggregate the packaging weight only for each consumer unit sold. So, 1 entire case of 40 pack water bottles weighs 760 grams (.76 kg) [35g x 40 bottles / 1000 kg]. After multiplying the weight of all PET bottles in 1 case (.76 kg) by the number of cases sold (5000), you get a total of 3,800 kg for your total weight of packaging of PET bottles.

- You have entered ‘zero’ for ‘weight of packaging designed for optimizing and advancing recycling.’ This type of packaging is typically designed so that it can be recycled. Please double check your packaging data (using the green pages of the Walmart Recycling Playbook) and if your packaging is designed for recycling, please enter the weight here.

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**Dear user,**

Thanks for submitting your annual Walmart Sustainability Survey! Your submission has been flagged for further review due to one or more of the following reasons:

- You entered a packaging weight above 60,000 MT - that is the equivalent to over 10,000 African bush elephants. Please double check your data or the unit of measurement selected (lbs, kg, MT) to ensure that your packaging really makes up the weight of 10,000 elephants.
- The packaging weight per item you have entered is too high. Please double check the number of units sold and the total packaging weight. Ensure that you are not including the weight of the packaging that goes home with the customer and not the product weight. Remember, a packaging unit is a consumer unit or selling unit (what the customer purchases). Example: A case of 40 pack of bottles is one consumer unit. One mill jug is one consumer unit.

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- You have entered ‘zero’ for ‘weight of packaging designed for optimizing and advancing recycling.’ This type of packaging is typically designed so that it can be recycled. Please double check your packaging data (using the green pages of the Walmart Recycling Playbook) and if your packaging is designed for recycling, please enter the weight here.

If you noticed alerts while completing the survey, please rectify these now — addressing these may remove the flags from your account and allow you to complete your survey submission. You may be asked by Walmart to provide additional information to complete your reporting.

If you have questions — please use our new chatbot on the Walmart Sustainability Portal, review our Trainings and Webinars page, or email our Sustainability helpdesk at corpsu@walmart.com.
Two new questions added this year related to plastic reduction in bags / films:

• **Headspace reduction**
  In only your flexible types of primary packaging within the reporting period – if you eliminated excess headspace, how much total packaging weight did the change remove?

• **Plastic overwrap reduction**
  If you reduced use of plastic overwraps in your primary packaging within the reporting period – how much total packaging weight did that change remove?
Name Change: Designed for Recycling

“Weight of packaging designed for optimizing and advancing recycling” changed to “Weight of packaging designed for recycling”. This year, you can only use the green pages or applicable yellow pages of the Walmart Recycling Playbook to evaluate if your packaging is designed for recycling.

### 2022 Designed for recycling

<table>
<thead>
<tr>
<th>Packaging Material</th>
<th>Number of units</th>
<th>Weight of ALL primary packaging (kg)</th>
<th>Weight of packaging designed for recycling (kg)</th>
<th>Weight of packaging where a system of recycling exists in practice and at scale (kg)</th>
<th>Weight of packaging that is certified compostable (kg)</th>
<th>Post-consumer recycled content weight (kg)</th>
<th>Sum sustainable sourced bio-based weight (kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PET</td>
<td>10000</td>
<td>510 kg</td>
<td>500 kg</td>
<td>500 kg</td>
<td>0 kg</td>
<td>250 kg</td>
<td>0 kg</td>
</tr>
<tr>
<td>HDPE</td>
<td>15000</td>
<td>410 kg</td>
<td>400 kg</td>
<td>400 kg</td>
<td>0 kg</td>
<td>0 kg</td>
<td>0 kg</td>
</tr>
</tbody>
</table>

### 2021 Designed for optimizing and advancing recycling

Watch this video and then enter data for each packaging format selected above.

<table>
<thead>
<tr>
<th>Packaging Material</th>
<th>Number of units</th>
<th>Weight of ALL primary packaging (mt)</th>
<th>Weight of packaging designed for optimizing and advancing recycling (mt)</th>
<th>Weight of packaging where a system of recycling exists in practice and at scale (mt)</th>
<th>Weight of packaging that is certified compostable (mt)</th>
<th>Post-consumer recycled content weight (mt)</th>
<th>Bio-Based weight (mt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PET</td>
<td>100000</td>
<td>80 mt</td>
<td>Enter value mt</td>
<td>0 mt</td>
<td>Enter value mt</td>
<td>Enter value mt</td>
<td>Enter value mt</td>
</tr>
</tbody>
</table>

Watch this video and then enter data for each packaging format selected above.
Problematic Plastic Elements

If you enter “0” in “weight of packaging designed for recycling” for a plastic packaging type that can be designed for recycling, you will be asked to tell us what types of elements are keeping your packaging from being designed for recycling.

- Check all the applicable boxes
- If product contamination prevents your package from being recycled, choose “Other reasons” (e.g., product contamination). Example: motor oil in an HDPE bottle
On-Pack Recycling Labels

This year, we are asking **all international markets** to provide information on labels used on pack to inform the customer of what to do with the packaging at its end of life. Labeling should:

- Be consumer facing
- **NOT just be the resin identification codes** in the chasing arrows

The How2Recycle questions are the same as last year and only applicable to the US & Canada.
Survey & Calculation guidance
How to prepare for the survey

For each package, answer the following questions

1. Identify Primary Packaging Types & Packaging Uses
   A. What type of packaging do you use? A box? A bottle?
      ➢ Identify all types of packaging
   B. What is the packaging used for?
      Liquid drinks? Fresh food?
      ➢ Identify all packaging uses
   C. What is that package made out of?
      ➢ Identify the base material

2. Identify if your packaging is designed for recycling
   A. Is your packaging designed for recycling?
      ➢ Refer to guidance in the Walmart Recycling Playbook to learn the materials that will make your package not recyclable
   B. Do you use recycled content?
      ➢ Identify the recycled content in your packaging is post-consumer

3. Do the math (MT, kg, lbs)
   A. How much does each package type weigh?
      ➢ Sum the total volume in your selected unit of measurement (metric tonnes, kilograms, pounds)
   B. Of the total volume, calculate the weight for:
      ➢ Packaging designed for recycling
      ➢ Post-consumer recycled content
      ➢ Packaging certified by Biodegradable Products Institute (BPI) or equivalent for non-US markets
      ➢ Bio-based

Repeat steps for each type of package
**Identify all primary packaging uses**

**Questions to Answer**

What is your packaging used for? Liquid drinks? Fresh Foods?

**Example Uses**

Liquid drinks

Fresh food

**Example of Survey Question**

**WHAT TO DO:** select the boxes for the **packaging uses** for your Walmart Private Brand primary packaging. For definitions and example of each packaging use, hover over the tool tips (See example).
Identify all primary packaging types

Questions to Answer

What type of packaging do you use? A box? A bottle?

Example Products

Example of Survey Question

WHAT TO DO: select the boxes for the packaging types used for Walmart Private Brand primary packaging

Notes:
- Ecommerce packaging/shipping packaging are not considered primary packaging
- Inner packaging materials (like the plastic bag used to hold the pancake mix or dunnage for General Merchandise packaging) should be selected
- The outer wrap for multipack water bottles should be selected as bags/films/pouches/sachet
Identify base materials

**Questions to Answer**

Identify and select the base materials of your package:
- The base material of a PET water bottle is PET
- The base material of a box is paperboard

**Example Products**

**WHAT TO DO:** Identify the **base material** of the package for each packaging type

<table>
<thead>
<tr>
<th>PET</th>
<th>HDPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PVC</td>
<td>LDPE</td>
</tr>
<tr>
<td>PP</td>
<td>PS</td>
</tr>
<tr>
<td>Others non plastic</td>
<td>Other non plastic</td>
</tr>
</tbody>
</table>

**Example of Survey Question**

**PACKAGING FORMAT**

- Bottles/Jugs
  - Completed

**BOTTLE/JUG Material type**

Regarding the above packaging format, please select the types of materials used.

- PET
- HDPE
- PVC
- LDPE
- PP
- PS
- Other plastic (PETG, ...)
- Glass
- Other non plastic

**Notes:**
- A package can be made out of multiple materials. The “base material” is the material that makes up the majority of the package.
  - For example, a PET bottle may have a cap and label made out of another material, but the base material is PET. **Caps / closures are not included as part of the base material.**
  - If the products you produce are sold in the same packaging type (e.g., bottles/jugs) but are made of out of a different base material (e.g., PET and HDPE), please capture all the base materials used.
- Different sizes/flavors/scents does not impact how you answer these questions. **Cap weight excluded if different than base material.**
Enter number of units

Questions to Answer

How many packaging / consumer units do you sell for each packaging format and material?

Example Products

Example of Survey Question

WHAT TO DO:
Identify the base material of the package for each packaging type

PET
HDPE

Notes:
- Calculate your number of packaging units per packaging format and material.
- A packaging unit is a consumer unit or selling unit (what the customer purchases).
- Example: A case of a 40 pack of bottles is one consumer unit.
- Example: One milk jug is one consumer unit
Enter weight of packaging

Questions to Answer

What is the sum of primary packaging by material?

Example Products

Example of Survey Question

WHAT TO DO:
Identify the base material of the package for each packaging type

Notes:
• Aggregate the total weight of primary packaging by material type.
• For example: If you sell PET bottles you would put the total weight of ALL PET bottles not the weight of just one bottle.
• Pay close attention to the unit of measurement you are using to ensure accuracy.
**Determine if your packaging is designed for recycling**

### Questions to Answer

- Is your package designed for recycling?

### Example Products

**WHAT TO DO:** Determine how many of your packages meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material.

### Example of Survey Question

<table>
<thead>
<tr>
<th>Packaging Material</th>
<th>Number</th>
<th>Weight of ALL primary packaging (kg)</th>
<th>Weight of packaging designed for recycling (kg)</th>
<th>Weight of packaging where a system of recycling exists in practice and at scale (kg)</th>
<th>Weight of packaging that is certified compostable (kg)</th>
<th>Post-consumer recycled content weight (kg)</th>
<th>Sam sustainable sourced bio-based weight (kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PET</td>
<td>10000</td>
<td>120</td>
<td></td>
<td>12000 kg</td>
<td>0</td>
<td>60</td>
<td>0</td>
</tr>
<tr>
<td>HOPE</td>
<td>50000</td>
<td>300</td>
<td>300</td>
<td>300 kg</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Notes:**
- If your packaging is designed for recycling, ensure you input your data. The next column, “weight of packaging where a system of recycling exists in practice and at scale” is auto-calculated based on your entry in the “weight of packaging designed for recycling” column.
- One cannot identify if a package is or isn’t designed for recycling by only looking at the packaging type or the base material. Both packaging type + base material must be looked at together.
  - E.g., not all bottles are designed for recycling, not all PET is designed for recycling, and not all PET bottles are designed for recycling.
- Labels, adhesives, and other design elements may cause a package to be not recyclable.
- Refer to the green or applicable yellow pages in Walmart’s Recycling Playbook for more information.
Use the Walmart Recycling Playbook to determine if your packaging is designed for recycling

Questions to Answer

Is your package designed for recycling?

What to do

Check the green pages or applicable yellow pages of the Recycling Playbook for each packaging type and base material to verify if your packaging is designed for recycling.

- **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
Review weight of packaging where a system of recycling exists in practice and at scale

Questions to Answer

Is your package designed for optimizing and advancing recycling?

Example of Survey Question

Example Products

WHAT TO DO: Review the number that is auto-calculated here. This number is based on your data entry in “Weight of packaging designed for optimizing and advancing recycling” and

Notes:

• 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
  • The definition for each packaging type + base material is geographically agnostic. Each country will use the same definition and criteria to determine if a package is or isn’t recyclable, reusable, or industrially compostable
  • One cannot identify if a package is or isn’t recyclable by only looking at the packaging type or the base material. Both packaging type + base material must be looked at together
    • E.g., not all bottles are recyclable, not all PET is recyclable not all PET bottles are recyclable
  • Labels, adhesives, and other design elements may cause a package to be not recyclable. Refer to Walmart’s Recycling Playbook
Identify if your packaging is certified industrially compostable

Questions to Answer

Is your package certified industrially compostable?

Example Products

WHAT TO DO: Determine how much of your packaging is certified industrially compostable (i.e., certified by Biodegradable Products Institute (BPI) or equivalent for non-US markets) for each packaging type + base material.

Notes:
- Only input data here if your packaging is certified industrially compostable by BPI or equivalent for non-US markets.
- 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.
  - The Ellen MacArthur Foundation’s definition for each packaging type + base material is geographically agnostic. Each country will use the same definition and criteria to determine if a package is or isn’t recyclable, reusable, or industrially compostable.
WHAT TO DO: Determine the weight of post-consumer recycled content used for each packaging type + base material.

Example of Survey Question

Example Products

Questions to Answer

Do you use post-consumer recycled content?
- Identify if it is post-consumer, pre-consumer or post industrial.

Notes:
- 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.
- Recyclable and recycled content are two different definitions – ensure you are using the correct one.
- Post-consumer is not the same as pre-consumer or post-industrial recycled content.
- ONLY input post-consumer recycled content data into the survey. Pre-consumer and post-industrial are NOT in-scope.
**WHAT TO DO:** Determine the **weight** of sustainably sourced bio-based content

**Questions to Answer**

Does your packaging use sustainability sourced bio-based content?

**Example Products**

**Example of Survey Question**

<table>
<thead>
<tr>
<th>Packaging Material</th>
<th>Number of units</th>
<th>Weight of All primary packaging (kg)</th>
<th>Weight of packaging designed for recycling (kg)</th>
<th>Weight of packaging where a system of recycling exists in practice and at scale (kg)</th>
<th>Weight of packaging that is certified compostable (kg)</th>
<th>Post-consumer recycled content weight (kg)</th>
<th>Sum sustainable sourced bio-based weight (kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PET</td>
<td>10000</td>
<td>120 kg</td>
<td>120 kg</td>
<td>120,000 kg</td>
<td>0 kg</td>
<td>0 kg</td>
<td>120,000 kg</td>
</tr>
<tr>
<td>HORE</td>
<td>50000</td>
<td>300 kg</td>
<td>300 kg</td>
<td>300 kg</td>
<td>0 kg</td>
<td>0 kg</td>
<td>300 kg</td>
</tr>
</tbody>
</table>

**Notes:**

- Bio-Based materials are made from renewal resources instead of fossil fuels.
- Examples of renewable carbon resources include corn, potatoes, rice, soy, sugarcane, wheat, and vegetable oil.
- A biobased plastic can be partly or entirely biobased.
- Bio-Based does NOT mean the package is biodegradable, recyclable, or compostable.
Do the math: packaging weight

Questions to Answer

How many units do you have for each packaging type?
• Sum the total units
How much does each package type weigh?
• Sum the total weight in your selected unit of measurement

Example Products

Example of Survey Question

WHAT TO DO:
1. Identify the TOTAL number of units* and weight of ALL primary packaging For each packaging type + base material. (cap weight excluded if different material than the base material)*

2. Enter data on ALL tabs

Notes:
*A packaging unit is a consumer unit or selling unit (what the customer purchases). Example: A case of a 40 pack of bottles is one consumer unit. One milk jug is one consumer unit.
How many tons of packaging are:
- Using bio-based content
- Packaging designed for recycling
- Using post-consumer recycled content
- Certified Industrial Compostable
- Using bio-based content

WHAT TO DO: For each packaging type + base material, identify the TOTAL weight of ALL packaging:
- designed for recycling
- industrially compostable
- using post-consumer recycled content

Enter data for each tab.

Questions to Answer

Example Products
Sales of all Private Brand products in packaging that went home with the customer (i.e., primary packaging)

**WHAT TO DO:** Identify the TOTAL POS for all Private Brand products. Subtract the POS for any Private Brand products that do NOT have packaging that goes home with the customer.

**Example of Survey Question**

**How2Recycle - Total sales**

Enter department level sales information

1. You must enter sales for at least one department.

What are the sales of all private brand products in packaging that went home with the customer?

Dept 25: SHC5
Enter value USD

Dept 31: ACCESSORIES
Enter value USD

Notes:
- In most cases, all Private Brand products will have primary packaging
- Examples of products without primary packaging includes, but not limited to:
  - Loose produce
  - Apparel with hang tags < 2.5 in. (6.35 cm)
  - General Merchandise product with only a sticker
  - Sales of ALL private brand products = POS

(If a company answers yes, please subtract the POS sales of those products that do not use primary packaging)

For Private Brand Products sold in Walmart US, Sam’s Club US, & Walmart Canada only: How2Recycle sales question
Questions to Answer

Overall use of the How2Recycle label on package, as % of sales

Example Products

Example of Survey Question

WHAT TO DO: Identify which Private Brand products have the How2Recycle label on package?

For Private Brand Products sold in Walmart US, Sam’s Club US, & Walmart Canada only: How2Recycle sales question
For Private Brand Products sold in Walmart US, Sam’s Club US, & Walmart Canada only: How2Recycle SKU question

Questions to Answer

Total number of Private Brand SKUs

Total number of Private Brand SKUs with the How2Recycle label

Example Products

Example of Survey Question

WHAT TO DO: Identify the number of all Private Brand SKUs with primary packaging and enter the number.

Remember, a SKU is a unique UPC item. For example, if one of the items you sell is a 24-count pack of water bottles and you sell 1 million 24-count packs, that is only 1 SKU. If you sell a 24-count pack of water bottles and a 6-count pack of flavored water, then you have 2 SKUs.

Do NOT include Private Brand products that do NOT have packaging that goes home with the customer.

Identify which Private Brand SKUs with primary packaging have the How2Recycle label on package and enter the number.

Notes:
• In most cases, all Private Brand products will have primary packaging
• Examples of products without primary packaging includes, but not limited to:
  • Loose produce
  • Apparel with hang tags <2.5 in. (6.35 cm)
  • General Merchandise product with only a sticker
For Private Brand Products NOT sold in the US & Canada markets:

On-Pack Labeling sales question

Questions to Answer

Sales of all Private Brand products in packaging that went home with the customer (i.e., primary packaging)

Example Products

Example of Survey Question

WHAT TO DO: Identify the TOTAL POS for all Private Brand products. Subtract the POS for any Private Brand products that do NOT have packaging that goes home with the customer.

All Private Brand products = \(X\)

POS for ALL Private Brand products = \(X + Y + Z\)

Any Private Brand Products without Primary Packaging? = No

(If a company answers yes, please subtract the POS sales of those products that do not use primary packaging)

Notes:
- In most cases, all Private Brand products will have primary packaging
- Examples of products without primary packaging includes, but not limited to:
  - Loose produce
  - Apparel with hand tags < 2.5 in. (6.35 cm)
  - General Merchandise product with only a sticker
- Sales of ALL private brand products = POS
For Private Brand Products NOT sold in the US & Canada markets:

On-Pack Labeling sales question

**Questions to Answer**

Overall use of labeling on packaging that informs customers what to do with packaging at its end of life, as % of sales.

**Example Products**

**Example of Survey Question**

**WHAT TO DO:** Identify which Private Brand products have on-pack recycling labeling on package?

Labeling should:

- Be consumer facing
- **NOT just be the resin identification codes** in the chasing arrows

Enter 100% POS sales for this Private Product

Enter X% POS sales that use recycling labeling on package

For Private Brand Products NOT sold in the US & Canada markets:

On-Pack Labeling sales question
Questions to Answer

Total number of Private Brand SKUs

Total number of Private Brand SKUs with the recycling labeling on packaging

Example Products

Example of Survey Question

WHAT TO DO: Identify the number of all Private Brand SKUs with primary packaging and enter the number.

Remember, a SKU is a unique UPC item. For example, if one of the items you sell is a 24-count pack of water bottles and you sell 1 million 24-count packs, that is only 1 SKU. If you sell a 24-count pack of water bottles and a 6-count pack of flavored water, then you have 2 SKUs.

Do NOT include Private Brand products that do NOT have packaging that goes home with the customer.

Identify which Private Brand SKUs with primary packaging have the recycling labeling on the package and enter the number.

Notes:
- In most cases, all Private Brand products will have primary packaging.
- Examples of products without primary packaging includes, but not limited to:
  - Loose produce
  - Apparel with hang tags <2.5 in. (6.35 cm)
  - General Merchandise product with only a sticker
Is Your Packaging Designed for Recycling?
Use The Recycling Playbook to determine if your packaging is designed for recycling.

Check the Recycling Playbook to determine if your packaging is designed for recycling.


### Optimize
- Recyclable packages

**ACTION:** Use this playbook to help design out elements not recyclable and detrimental to recycling.

### Change
- Packages that are not recyclable

**ACTION:** Switch to a recyclable package, see this playbook for ideas.

### Advance
- Packages that are not widely recyclable

**ACTION:** Invest and engage in the development of a recycling, reuse, take-back, or composting solution.
**Guidance document – bags, films, pouches, sachets**

**STEP ONE**

a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each **packaging type + base material**?

<table>
<thead>
<tr>
<th>PACKAGING TYPE</th>
<th>PACKAGING MATERIAL</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAGS, FILM, POU..</td>
<td>Paper</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BAGS, FILM, POU..</td>
<td>PE Plastic (HDPE, MDPE, LDPE, LLDPE)</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BAGS, FILM, POU..</td>
<td>PVC / PVDC</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BAGS, FILM, POU..</td>
<td>Other plastic (Nylon, PP, PLA, PET, multimaterial ...)</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BAGS, FILM, POU..</td>
<td>Other non-plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
</tbody>
</table>

**STEP TWO**

Does your packaging contain any of the following?

- **Color, Layers, or Additives**: Plastic/polymer treatments or layers on fiber-based components, treatments that require plastic/polymer (most holograms, high gloss), wax, UV coatings, metalized films, foils, wet strength additives*, dark colors, fragrances
- **Attachments and Adhesives**: Metal, magnetic closures, electronics, RFIDs, PET, PLA, PP, PS, PVC, hot melt adhesives, stickers and adhesives*
- **Labels**: Metal foil, metalized printing, PET, PLA, PP, PS, PVC

*unless passes Western Michigan University testing

The package is NOT designed for recycling if it uses any of the below:

- **Resin**: Non-PE resins mixed in
- **Resin Color or Additives**: Dark colors, PVC, PVDC, metalized layers, fillers that alter the blend density to be greater than 1.0, starch resins, or degradable additives
- **Attachments or closures**: Metal, foils, PET, PLA, PP, PS, PVC, RFID
- **Labels**: Metal, foil, metalized printing, paper, PET, PLA, PP, PS, PVC

Refer to the Bags, Films, and Pouches section of the Walmart Recycling Playbook to determine if your package is designed for recycling.
Guidance document – Bottle & Jug

STEP ONE
a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material?

<table>
<thead>
<tr>
<th>PACKAGING TYPE</th>
<th>PACKAGING MATERIAL</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>PET</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>HDPE</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>PVC / PVDC</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>LDPE</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>PP</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>PS</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>EPS</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>Other plastic (PETG, CPET, PC, multimaterial, or blended resins)</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOTTLE &amp; JUG</td>
<td>Other non-plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
</tbody>
</table>

STEP TWO
Does your packaging contain any of the following?

The package is NOT designed for recycling if it uses any of the below:

**PET RIGIDS**
- Opaque or non clear, transparent, light blue or green
- PETG bottles
- PVC components (including labels)
- Degradable additives
- Large labels (that aren’t APR approved)
- Metal attachments

**HDPE & PP RIGIDS**
- PVC components (including labels)
- Degradable additives
- Large amounts of heavy fillers
- Large labels (that aren’t APR approved)
- Metal attachments

**LDPE RIGIDS**
- Resin Color or Additives: Dark colors, optical brighteners, degradable additives
- Attachments & Closures: Metal, foils, PP, PVC, floating silicone polymer, RFIDs
- Labels: paper, PVC, PLS, PS, non-APR preferred labels

Refer to the Bottles, Jars, Jugs, and Tubs section of the Walmart Recycling Playbook to determine if your package is designed for recycling.
STEP ONE
a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material?

<table>
<thead>
<tr>
<th>PACKAGING TYPE</th>
<th>PACKAGING MATERIAL</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOX</td>
<td>Paperboard</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BOX</td>
<td>Corrugate</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BOX</td>
<td>Molded Pulp/Fiber</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>BOX</td>
<td>Other non-plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOX</td>
<td>EPS</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOX</td>
<td>Paperboard with Plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOX</td>
<td>Corrugate with Plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOX</td>
<td>PVC / PVDC</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BOX</td>
<td>Other Plastic ((PET, HDPE, PP...))</td>
<td>No, package is NOT designed for recycling</td>
</tr>
</tbody>
</table>

STEP TWO
Does your packaging contain any of the following?

The package is NOT designed for recycling if it uses any of the below

**PAPERBOARD, CORRUGATE, & MOLDED FIBER**

- **Color, Layers, or Additives**: Plastic/polymer treatments or layers on fiber-based components, treatments that require plastic/polymers (most holograms, high gloss), wax, UV coatings, metalized films, foils, wet strength additives*, dark colors, fragrances
- **Attachments and Adhesives**: Metal, magnetic closures, electronics, RFID, PET, PLA, PP, PS, PVC, hot melt adhesives, stickers and adhesives*
- **Labels**: Metal foil, metalized printing, PET, PLA, PP, PS, PVC
- **Dunnage & Padding**: EPS and other expanded resin materials

*unless passes Western Michigan University testing

Refer to the Box section of the Walmart Recycling Playbook to determine if your package is designed for recycling.
Guidance document – Cans, cannisters, cartons

**STEP ONE**
a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material?

<table>
<thead>
<tr>
<th>Packaging Type</th>
<th>Packaging Material</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>CANS, CANNISTE..</td>
<td>Metal (Aluminum, Steel, tin)</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>CANS, CANNISTE..</td>
<td>Paper-based w/o metal</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>CANS, CANNISTE..</td>
<td>Paper-based w/metal</td>
<td>No, package is NOT designed for recycling</td>
</tr>
</tbody>
</table>

**STEP TWO**
Does your packaging contain any of the following?

**METAL CONTAINERS**
- **Attachments & Closures**: Plastic, stickers
- **Labels**: Stickers, full body plastic sleeves

**PAPER-BASED PACKAGING**
- **Color, Layers, or Additives**: Plastic/polymer treatments or layers on fiber-based components, treatments that require plastic/polymers (most holograms, high gloss), wax, UV coatings, metalized films, foils, wet strength additives*, dark colors, fragrances
- **Attachments and Adhesives**: Metal, magnetic closures, electronics, RFIDs, PET, PLA, PP, PS, PVC, hot melt adhesives, stickers and adhesives*
- **Labels**: Metal foil, metalized printing, PET, PLA, PP, PS, PVC
- **Dunnage & Padding**: EPS and other expanded resin materials

*unless passes Western Michigan University testing

Refer to the Canisters and Cartons and Cans sections of the Walmart Recycling Playbook to determine if your package is designed for recycling.
# Guidance document – Foam cushion, dunnage, inserts

## STEP ONE

a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material?

### PACKAGING TYPE | PACKAGING MATERIAL | STEP ONE: YES OR NO
--- | --- | ---
FOAM CUSHION.. | PE film/pillow | Yes, proceed to step 2
FOAM CUSHION.. | EPE | No, package is NOT designed for recycling
FOAM CUSHION.. | EPP | No, package is NOT designed for recycling
FOAM CUSHION.. | Other plastic film/pillow | No, package is NOT designed for recycling
FOAM CUSHION.. | Expanded Polystyrene (EPS) | No, package is NOT designed for recycling
FOAM CUSHION.. | Molded Pulp/Fiber | Yes, proceed to step 2
FOAM CUSHION.. | Corrugate | Yes, proceed to step 2
FOAM CUSHION.. | Paperboard | Yes, proceed to step 2
FOAM CUSHION.. | Other non-plastic | No, package is NOT designed for recycling

## STEP TWO

Does your packaging contain any of the following?

- **PE FILM**
  - **Resin**: Non-PE resins mixed in
  - **Resin Color or Additives**: Dark colors, PVC, PVDC, metalized layers, fillers that alter the blend density to be greater than 1.0, starch resins, or degradable additives
  - **Attachments or closures**: Metal, foils, PET, PLA, PP, PS, PVC, RFID
  - **Labels**: Metal, foil, metalized printing, paper, PET, PLA, PP, PS, PVC

- **FIBER-BASED**
  - **Color, Layers, or Additives**: Plastic/polymer treatments or layers on fiber-based components, treatments that require plastic/polymers (most holograms, high gloss), wax, UV coatings, metalized films, foils, wet strength additives*, dark colors, fragrances
  - **Attachments and Adhesives**: Metal, magnetic closures, electronics, RFID, PET, PLA, PP, PS, PVC, hot melt adhesives, stickers and adhesives*
  - **Labels**: Metal foil, metalized printing, PET, PLA, PP, PS, PVC
  - **Dunnage & Padding**: EPS and other expanded resin materials

*unless passes Western Michigan University testing

Refer to the Cushion, Dunnage, & Inserts sections of the Walmart Recycling Playbook to determine if your package is designed for recycling.
## Guidance document – tray, clamshell, thermoform

### STEP ONE

a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material?

<table>
<thead>
<tr>
<th>PACKAGING TYPE</th>
<th>PACKAGING MATERIAL</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRAY, CLAMSH...</td>
<td>Paperboard</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>Molded Fiber</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>PET</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>HDPE</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>PVC / PVDC</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>LDPE</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>LLDPE</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>PP</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>PS</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>EPS</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>Other plastic (PETG, CPET, PC, multimaterial, or blended resins)</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>TRAY, CLAMSH...</td>
<td>Aluminum</td>
<td>No, package is NOT designed for recycling</td>
</tr>
</tbody>
</table>

### STEP TWO

Does your packaging contain any of the following?

**The package is NOT designed for recycling if it uses any of the below**

#### PAPER BASED
- Metal
- Magnetic closures
- Radio-frequency identification
- Double sided plastic/polymer/resin coatings
- Opaque or non clear, transparent, light blue or green PETG bottles
- PVC components (including labels)
- Degradable additives
- Large labels (that aren’t APR approved)
- Metal attachments

#### PET RIGIDS
- PVC components (including labels)
- Degradable additives
- Large amounts of heavy fillers
- Large labels (that aren’t APR approved)
- Metal attachments

Refer to the Trays, Clamshells, & Thermoforms section of the Walmart Recycling Playbook to determine if your package is designed for recycling.
**Guidance document – jars, tubs, cups, pails**

**STEP ONE**

a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each **packaging type + base material**?

**STEP TWO**

Does your packaging contain any of the following?

- Opaque or non clear, transparent, light blue or green
- PETG bottles
- PVC components (including labels)
- Degradable additives
- Large labels (that aren’t APR approved)
- Metal attachments

Refer to the Bottles, Jars, Jugs, and Tubs section of the Walmart Recycling Playbook to determine if your package is designed for recycling.
GUIDANCE DOCUMENT – HANG TAGS, BACKER CARDS, HEADER CARDS

STEP ONE

a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material?

<table>
<thead>
<tr>
<th>PACKAGING TYPE</th>
<th>PACKAGING MATERIAL</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>HANG TAGS, BACKER</td>
<td>Paperboard</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>HANG TAGS, BACKER</td>
<td>Paper</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>HANG TAGS, BACKER</td>
<td>Corrugate</td>
<td>Yes, proceed to step 2</td>
</tr>
<tr>
<td>HANG TAGS, BACKER</td>
<td>PE Plastic (HDPE, MDPE, LDPE, LLDPE)</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>HANG TAGS, BACKER</td>
<td>PVC / PVDC</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>HANG TAGS, BACKER</td>
<td>Other plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>HANG TAGS, BACKER</td>
<td>paperboard with plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>HANG TAGS, BACKER</td>
<td>corrugate with plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
</tbody>
</table>

STEP TWO

Does your packaging contain any of the following?

- PAPER BASED
  - <2.5 inches
  - Color, Layers, or Additives: Plastic/polymer treatments or layers on fiber-based components, treatments that require plastic/polymers (most holograms, high gloss), wax, UV coatings, metalized films, foils, wet strength additives*, dark colors, fragrances
  - Attachments and Adhesives: Metal, magnetic closures, electronics, RFIDs, PET, PLA, PP, PS, PVC, hot melt adhesives, stickers and adhesives*
  - Labels: Metal foil, metalized printing, PET, PLA, PP, PS, PVC
  - Dunnage & Padding: EPS and other expanded resin materials

*unless passes Western Michigan University testing

Refer to the Box section of the Walmart Recycling Playbook to determine if your package is designed for recycling.
Guidance document – BLISTER PACK

**STEP ONE**

a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each *packaging type + base material*?

**STEP TWO**

Does your packaging contain any of the following?

At this time, no packaging meets Step 1. Therefore, there is no need to answer Step 2.

**Guidance - Change to:**

- A different format with a single material (e.g., paperboard box, PE bag)
- A similar format with materials that are easily separated and recyclable on their own (e.g., PET clamshell or tray with paper insert), or use the acceptable attachments noted in this playbook
- Avoid materials that are detrimental to plastic recycling (e.g., PVC, PETG, foils), including adhesives that remain on the plastic that are not compatible with recycling

Refer to the Other Packages: Blister Packs section of the Walmart Recycling Playbook to determine if your package is designed for recycling.

<table>
<thead>
<tr>
<th>PACKAGING TYPE</th>
<th>PACKAGING MATERIAL</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLISTER PACK</td>
<td>PET plastic and fiber</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BLISTER PACK</td>
<td>PVC plastic and fiber</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BLISTER PACK</td>
<td>PE plastic and fiber</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>BLISTER PACK</td>
<td>Other</td>
<td>No, package is NOT designed for recycling</td>
</tr>
</tbody>
</table>
Guidance document – tubes

**STEP ONE**

a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material?

<table>
<thead>
<tr>
<th>PACKAGING TYPE</th>
<th>PACKAGING MATERIAL</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUBES</td>
<td>PVC / PVDC</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>TUBES</td>
<td>HDPE</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>TUBES</td>
<td>Other plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>TUBES</td>
<td>Aluminum</td>
<td>No, package is NOT designed for recycling</td>
</tr>
</tbody>
</table>

**STEP TWO**

Does your packaging contain any of the following?

- Multimaterial
- <2” in more than one dimension

Guidance: Work to advance innovation of recyclable packaging or the development of an appropriate circular economy solution.

Develop package to be recycled in HDPE bottle or other stream

- Use a single plastic material with a recycling stream (e.g., HDPE)
- Colgate Palmolive announced in 2019 that it has a toothpaste tube that is recognized by the Association of Plastic Recyclers (APR) for recyclability, using an HDPE design
- For plastic, use coatings and additives proven to be compatible with recycling to add necessary functionality
- Consider a different package material and format that is recyclable (e.g., paperboard box, PE bag)

Refer to the Other Packages: Plastic Tubes with Multiple Materials section of the Walmart Recycling Playbook to determine if your package is designed for recycling.
STEP ONE
a) Does your packaging meet the green pages or applicable yellow pages of the Recycling Playbook for each packaging type + base material?

<table>
<thead>
<tr>
<th>PACKAGING TYPE</th>
<th>PACKAGING MATERIAL</th>
<th>STEP ONE: YES OR NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMALL PACKAGING</td>
<td>PET</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>HDPE</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>PVC / PVDC</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>LDPE</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>LLDPE</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>PP</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>PS</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>EPS</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>Other plastic (PETG, CPET, PC, multimaterial, or blended resins)</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>Glass</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>Other non-plastic</td>
<td>No, package is NOT designed for recycling</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>Molded Pulp/Fiber</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>Corrugate</td>
<td>Yes, Proceed to step 2</td>
</tr>
<tr>
<td>SMALL PACKAGING</td>
<td>Paperboard</td>
<td>Yes, Proceed to step 2</td>
</tr>
</tbody>
</table>

STEP TWO
Does your packaging contain any of the following?

The package is NOT designed for recycling if it uses any of the below:

- Metal
- Magnetic closures
- Radio-frequency identification
- Double sided plastic/polymer/resin coatings
- Opaque or non clear, transparent, light blue or green
- PETG bottles
- PVC components (including labels)
- Degradable additives
- Large labels (that aren’t APR approved)
- Metal attachments
- PVC components (including labels)
- Degradable additives
- Large amounts of heavy fillers
- Large labels (that aren’t APR approved)
- Metal attachments
- Resin Color or Additives: Dark colors, optical brighteners, degradable additives
- Attachments & Closures: Metal, foils, PP, PVC, floating silicone polymer, RFIDs
- Labels: paper, PVC, PLS, PS, metal foils, non-APR preferred labels

Refer to the Trays, Clamshells, & Thermoforms section of the Walmart Recycling Playbook to determine if your package is designed for recycling.
HOW RECYCLABILITY IS DETERMINED & FAQs
How recyclability is captured

Walmart utilizes the Ellen MacArthur Foundation’s definition for recyclable, reusable, and industrially compostable packaging

The Ellen MacArthur Foundation’s definition for each packaging type + base material is geographically agnostic. The system auto calculates this total for you when you enter in your packaging data into the survey. See the diagram below for more information on how recyclability of an item is determined.

Walmart’s Recycling Playbook is a resource to answer Step 2 of the Ellen MacArthur Foundation’s recyclability definition
Walmart utilizes **the Ellen Macarthur Foundation’s definitions for recyclability, recycled content, compostability and reuse**

Below are Walmart’s summarized version of the Ellen MacArthur Foundation’s definitions. For the Ellen MacArthur Foundation’s full definitions, please visit: [https://www.ellenmacarthurfoundation.org/assets/downloads/13319-Global-Commitment-Definitions.pdf](https://www.ellenmacarthurfoundation.org/assets/downloads/13319-Global-Commitment-Definitions.pdf)

<table>
<thead>
<tr>
<th>Recyclable</th>
<th>PCR</th>
<th>Compostable</th>
<th>Bio-based</th>
<th>Reuse</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition:</strong> If it is successful post-consumer collection, sorting, and recycling is proven to work in practice and at scale (1). (1) The suggested test and threshold to assess if the recyclability of a packaging design is proven ‘in practice and at scale’ is: • Does that packaging achieve a 30% post-consumer recycling rate in multiple regions, collectively representing at least 400 million inhabitants? The above threshold might be reviewed by EMF over time as more data becomes available.</td>
<td><strong>Definition:</strong> Proportion, by mass, of post-consumer (1) recycled material in a product or packaging. (1) Post-consumer recycled content (PCR) is material generated by households or by commercial, industrial and institutional facilities in their role as end users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.</td>
<td><strong>Definition:</strong> If it is in compliance with relevant international compostability standards and if its successful post-consumer collection, (sorting), and composting is proven to work in practice and at scale.</td>
<td><strong>Definition:</strong> Made from renewable resources instead of fossil fuels. Examples of renewable carbon resources include corn, potatoes, rice, soy, sugarcane, wheat, and vegetable oil. A biobased plastic can be partly or entirely biobased. Note that just because a plastic product is biobased does not necessarily mean the product is biodegradable, recyclable or compostable.</td>
<td><strong>Definition:</strong> Operation by which packaging is refilled or used for the same purpose for which it was conceived, with or without the support of auxiliary products present on the market, enabling the packaging to be refilled. Reusable packaging is packaging which has been designed to accomplish or proves its ability to accomplish a minimum number of trips or rotations in a system for reuse.</td>
</tr>
</tbody>
</table>
Packaging that does NOT meet the Ellen Macarthur Foundation’s threshold for in-practice & at scale

**NO packaging** in the red or yellow pages of the Recycling Playbook meets the Ellen MacArthur Foundation’s threshold for in-practice and at scale. This includes:

- Bottles made with PVC, LDPE, LLDPE, PS, EPS, Other plastic
- Blister packs
- Any non-HDPE tray, clamshell, thermoform, jar, tub, cup, or pail
- Tubes
- Paper based with metal cans, canisters, or cartons
- Plastic bags, films, pouches or sachets
- Plastic foam cushion, dunnage, inserts
- Plastic boxes or hang tags, backer or header cards
- Small packaging
Frequently asked questions

• What is a primary package?
  • Packaging that goes home with the customer (*this excludes: ecommerce/shipping packaging, shelf/retail ready packaging, PDQ trays, small hang tags (<2.5”), stickers*)

• Why are some packaging type + base material listed as *not recyclable* in the survey, but identified as *recyclable* in the Walmart Recycling Playbook?
  • Ellen MacArthur Foundation’s definition of recyclability has two steps:
    Step One: Does a “system for recycling” exist in practice and at scale? and
    Step Two: Do the components fit the “system for recycling”?

• Walmart’s Recycling Playbook focuses on Step 2 and is founded on APR’s guidance documents