UNVEILING NEW SUSTAINABLE PACKAGING MATERIALS AND DESIGN AT HASBRO

Q&A with Hasbro's
Sustainability Center of Excellence Team

Hasbro is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming, and consumer products, Hasbro is famous for some of the world's most known and loved brands, such as NERF, My Little Pony, Transformers, Play-Doh, Monopoly, Baby Alive, Magic: The Gathering, and many others. But did you know they are also a leader in sustainability in the toy industry?

Hasbro ranked No.3 on Newsweek's 2017 Green Rankings, No.1 on the 100 Best Corporate Citizens list for 2017 by CR Magazine, and was recognized as a 2018 World's Most Ethical Company® by Ethisphere Institute. Earlier this year, Hasbro announced plans to begin using plant-based packaging materials as a way to further solidify their continued commitment to sustainability.

Hasbro began moving toward more environmentally-efficient packaging in 2007. Starting with a focus on packages in transit, they eliminated tissue paper and moved to single-wall shipping cartons. Next, they eliminated the use of wire ties, making their packages easier to open. This change alone saved approximately 34,000 miles of wire in the first year—more than enough to circle the earth. They replaced polyvinyl chloride (PVC) with polyethylene terephthalate (PET) in 2013 and achieved 90 percent recycled or sustainably-sourced paper for packaging and in-box content in 2015. Using plant-based bio-PET for blister packs and plastic windows in their product packaging is the next step in Hasbro's sustainable packaging journey.

We spoke with Hasbro's Sustainability Center of Excellence Team about their latest sustainable packaging initiative and future plans.

- What are the key sustainable packaging principles that define your packaging strategy?
- What have been Hasbro's greatest successes in the areas of corporate responsibility and environmental sustainability, specifically with regards to product and packaging?
- What can you tell us about Hasbro's plans to roll-out plant based packaging next year?
- In what ways are environmental requirements incorporated into Hasbro's product development?
- How do you strike a balance between sustainability, innovation, and quality?
Our Sustainable Packaging Journey

2010 2013 2015 2016 2017 2018

- Eliminated wire ties
- Replaced PVC with PET plastic in toy and game packaging
- Achieved 90% recycled or sustainably sourced paper for packaging and in-box content
- Moved to 30% post-consumer recycled content in PET plastic for packaging
- Began adopting How2Recycle® labeling on packaging (U.S. & Canada)
- Began switching to 30% plant-based bioPET plastic for packaging

What are the key sustainable packaging principles that define your packaging strategy?

We take pride in designing for the environment and believe that every package makes a difference. We are guided by a set of sustainable packaging principles and policies that continue to challenge our creative and engineering capabilities as we strive to create a more sustainable future for our business and our world.

Our key sustainable packaging principles are:

- **Source with Intent** - Responsibly source packaging materials and maximize renewable and/or recycled content.
- **Design for Efficiency** - Design product packaging to avoid using unnecessary material.
- **Design for Distribution** - Optimize shipping packaging design and materials to reduce environmental impact.
- **Design for Use & End of Life** - Design for reuse or recovery of packaging materials.

What have been Hasbro’s greatest successes in the areas of corporate responsibility and environmental sustainability, specifically with regards to product and packaging?

We view sustainability as a journey of continuous improvement. We’re proud of our leadership in packaging sustainability and have made great strides in reducing the environmental impact of our packaging. We design and sometimes redesign our packaging with the circular economy in mind and consider a package’s entire lifecycle—from efficient and recyclable packaging design to sourcing materials that come from renewable or recycled sources.

In addition to announcing the shift to plant-based bioPET in our product packaging beginning in 2019, we’ve made many advancements to enhance the sustainability of our packaging over the past decade, including eliminating wire ties in 2010, replacing polyvinyl chloride (PVC) with PET in 2013, and achieving 90 percent recycled or sustainably-sourced paper for packaging and in-box content in 2015. Additionally, in 2017, we adopted How2Recycle® labeling on packaging for U.S. and Canada, which helps to provide clear on-package recycling guidance to consumers.

Hasbro has been recognized by some of the world’s most prestigious business rankings for our CSR and sustainability commitments and advancements, which are powered by the simple belief that every day is a chance to do better. For example, Hasbro ranked No. 3 on Newsweek’s 2017 Green Rankings, which assesses the 500 largest publicly-traded companies in the United States on overall environmental performance. Hasbro also ranked No. 1 on the 100 Best Corporate Citizens list for 2017 by CR Magazine and was recognized as a 2017 World’s Most Ethical Company® by the Ethisphere Institute, a global leader in defining and advancing the standards of ethical business practices.
What can you tell us about Hasbro’s plans to roll out plant-based packaging next year?
At Hasbro, we’re proud of the strides we’ve made to advance the sustainability of our packaging, and utilizing bioPET plastic is another important step in Hasbro’s sustainable packaging journey.

Starting in 2019, Hasbro will begin using plant-based bio-polyethylene terephthalate (bioPET) plastic made with 30 percent plant-based material derived from agricultural by-products for blister packs and plastic windows in our product packaging. This shift in material builds upon our efforts to continuously enhance the sustainability of Hasbro’s packaging and enables us to develop packaging that is less reliant on non-renewable resources.

In what ways are environmental requirements incorporated into Hasbro’s product development?
Our sustainability initiatives are guided by Hasbro’s Sustainability Center of Excellence, with a focus on reducing the environmental impacts of our products and packaging, minimizing the environmental footprint of our operations and supply chain, and encouraging our employees to embrace and promote environmental responsibility. We embrace the principles of a circular economy and manage our environmental performance through a robust set of goals and key performance indicators (KPIs).

For example, we are committed to sourcing paper sustainably for use in our products and packaging. Our Paper and Forest Procurement Policy is intended to ensure that Hasbro’s procurement decisions align with our commitment to environmental sustainability, protect Endangered Forests, support sustainable forest management, inform suppliers of our expectations, and achieve our environmental sustainability goals.

How do you strike a balance between sustainability, innovation, and quality?
Hasbro toys and games must be able to withstand reasonable use and abuse during play and provide an enjoyable experience for the consumer.

We continually research new and existing materials to improve the sustainability of our products, while also ensuring their safety and durability, which is critical to our business. In evaluating materials to reduce their environmental impact, we collaborate with our vendors to find available materials that are cost effective and meet the highest standards possible.

Join Hasbro at the American Packaging Summit, where Ben Kuchler, Director of Product and Packaging Sustainability and Jacquie Patterson, Senior Manager, Packaging Engineering, will be hosting a Lunch & Learn on “Striking the Balance Between Packaging Creativity, Innovation, and Sustainability.” Register here.

View the Program