



2024 SUSTAINABILITY REPORT







berlin[®] PACKAGING



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A MESSAGE FROM THE CEO

2024 marked a turning point for the packaging industry. Sustainability is now a core business driver—shaping how we innovate, grow, and serve our customers. At Berlin Packaging, we have embraced this shift enthusiastically, embedding sustainability into every facet of our strategy.

This year's report highlights the progress we've made, the challenges we've faced and how we've tackled them, and the opportunities that lie ahead.

Packaging as a Catalyst for Change

Packaging is everywhere—it protects products, tells stories, and connects people to the brands they love. But at Berlin Packaging, we believe it can—and must—do more. Our customers—both consumers

and B2B partners—are increasingly demanding sustainable solutions that align with their values. At the same time, regulators are raising expectations, and the risks of inaction are higher than ever.

That is why sustainability is not just a project for us; it is a guiding principle. We focus our efforts on areas where we can make the greatest impact: reducing our environmental footprint, advancing circular solutions, and helping our customers achieve their own sustainability ambitions. In 2025, we achieved validation from the **Science-Based Targets initiative** (“SBTi”) by setting ambitious, science-driven emissions targets and embedding rigorous climate action across our operations. This milestone underscores our commitment to real, measurable change.¹

This year, our teams pushed the boundaries of what packaging can be. We introduced innovative bio-based and recyclable materials, designed refillable systems that reduce waste, and guided brands through a rapidly shifting regulatory landscape. Every step forward reinforces our commitment to making packaging a part of the solution, not the problem.



SUSTAINABILITY IS ABOUT MORE THAN COMPLIANCE OR COST—IT IS ABOUT CREATING LONG-TERM VALUE FOR EVERYONE WE SERVE.

By unlocking new revenue streams, mitigating risks, and building lasting competitive advantages, we are proving that sustainability is not just good for the planet—it is good for business.

The Power of Partnerships

We know that lasting change cannot be achieved alone. Collaboration is essential to driving systemic progress. In 2024, we strengthened partnerships across our value chain—working closely with

suppliers, customers, and industry groups to accelerate innovation and share best practices.

Our engagement extended beyond industry boundaries as well. We expanded collaborations with academic institutions and community organizations to advance research and initiatives that benefit both society and business. We also embraced new technologies and data-driven insights to better understand customer needs and measure our progress. By doing so, we are not only meeting today's expectations—we are preparing for tomorrow's opportunities.

Empowering Our People and Communities

Our people are central to everything we achieve. The 1Berlin Shared Ownership Plan, launched this past year, gives every Berliner a stake in our success and fosters a culture of ownership and accountability. We also advanced our recruitment and professional development initiatives, ensuring our teams have the experience and perspectives needed to collaborate, innovate, and lead in a rapidly evolving world.

Beyond our walls, we continue to invest in the communities where we live and work. One partnership I am especially proud of is our work with Southside Blooms.

HIGHLIGHTS

Together, we are transforming vacant lots in Chicago into vibrant urban flower farms that provide jobs and hope for at-risk youth. This initiative is a powerful reminder that sustainability is about more than environmental stewardship—it's about creating opportunities and positive change in the communities we call home.

Looking Ahead: Staying the Course, Raising the Bar

As we move into 2025, I am proud of what we have accomplished but equally energized by what lies ahead. Sustainability is not a destination—it is an ongoing journey that requires resilience, creativity, and bold leadership. We will continue focusing on what matters most: driving innovation that delivers measurable impact for our customers, communities, and planet.

To all Berliners: thank you for your dedication and ingenuity in advancing our mission. To our partners and customers: thank you for your trust and collaboration as we work together toward shared goals. Together, we are shaping a more sustainable world—one package, and one community, at a time.

With gratitude,



Bill Hayes
CEO and President
Berlin Packaging Global

¹ Berlin Packaging achieved official Science Based Targets initiative (SBTi) validation of our greenhouse gas reduction targets in May 2025. While this milestone occurred after the close of the 2024 reporting period, we have included this information in our 2024 ESG Report to provide stakeholders with the most current and relevant updates on our climate commitments and progress.

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PLANET & ENVIRONMENT

PEOPLE

GOVERNANCE

APPENDIX



HIGHLIGHTS

Q&A WITH **OUR VICE PRESIDENT** OF SUSTAINABILITY

Balaji Jayaseelan, Vice President of Sustainability at Berlin Packaging, leads the company's global sustainability strategy with a focus on innovation, collaboration, and measurable impact. With over 15 years of experience in ESG leadership, Jayaseelan has been instrumental in scaling Berlin Packaging's sustainability initiatives and embedding them across the value chain.



How has Berlin Packaging scaled its sustainability efforts in 2024?

This year, we deepened our sustainability strategy while expanding its reach across more regions. A key focus for 2024 was scaling our partnerships with customers to co-create innovative packaging solutions that align with their environmental goals. We partnered with over 89 brands globally to help them transition to more sustainable practices—whether through adopting refillable systems, integrating recycled content, or exploring bio-based materials.



THESE COLLABORATIONS REFLECT OUR ROLE AS A STRATEGIC ENABLER, HELPING BRANDS NAVIGATE EVOLVING REGULATIONS WHILE ADVANCING THEIR SUSTAINABILITY OBJECTIVES.

In parallel, we advanced our internal alignment with leading global frameworks, most notably the Science Based Targets initiative (“SBTi”). In 2025, our greenhouse gas reduction targets were

officially validated by SBTi, providing independent assurance that our climate goals are both science-based and aligned with the global imperative to limit temperature rise to 1.5°C. This milestone underscores our commitment to accountability and transparency as we continue to grow in new markets.

What drives Berlin Packaging’s ability to deliver innovative solutions for customers?

Innovation is at the core of everything we do. In 2024, we made significant investments in cutting-edge materials science to develop next-generation packaging solutions that balance functionality with reduced environmental impact. One of our most exciting advancements was the launch of Syntara, a proprietary bioplastic designed to combine performance and sustainability. Syntara represents a breakthrough in bioplastics—offering durability and versatility while significantly reducing reliance on fossil-based materials.

Our focus on material innovation allows us to deliver solutions that meet the needs of today’s brands while paving the way for a more sustainable future.

HIGHLIGHTS

These efforts are amplified by our partnerships with universities and research institutions, which enable us to explore emerging technologies like bio-based polymers and enhanced recyclability solutions. By combining academic research with industry expertise, we're accelerating progress toward a circular economy.

What gives you confidence that Berlin Packaging can catalyze industry-wide change?

Our ability to scale impact across regions and industries is what sets us apart. By working closely with customers to integrate sustainable practices into their packaging strategies, we're creating value that extends far beyond our own operations. Additionally, we've worked closely with suppliers to improve energy efficiency and reduce emissions within their facilities. By engaging stakeholders across the value chain—from sourcing to end-of-life—we're driving systemic change that benefits both businesses and the planet. In 2024, we strengthened our Global Sustainability Team by integrating expertise across engineering, design, sourcing, and supply chain management—all united by a shared purpose: driving real impact at scale.

What truly gives me confidence is the depth of collaboration we've achieved—with customers, suppliers, universities, and industry organizations. These partnerships are not just about solving today's challenges; they are about shaping the future of sustainable packaging. Together, we are redefining what's possible—pushing boundaries, challenging norms, and setting new standards for the industry.

A graphic element featuring a quote icon (two large quotation marks) on a dark blue background with abstract, glowing green and blue circular patterns. A horizontal white line is positioned to the right of the quote icon.

**WE DELIVER SOLUTIONS
THAT MEET THE NEEDS OF
TODAY'S BRANDS WHILE
PAVING THE WAY FOR A MORE
SUSTAINABLE FUTURE.**

A graphic element featuring a quote icon (two large quotation marks) on a dark blue background with abstract, glowing green and blue circular patterns. A horizontal white line is positioned to the right of the quote icon.

GOALS & PROGRESS

2024 was a year of great progress. We enhanced our greenhouse gas (“GHG”) emissions goals and made significant strides to advance circularity, packaging innovation, waste management, sustainable supply chain, and more. Our goals are intricately linked with the **United Nations Sustainable Development Goals** (“SDGs”), as well as the **Global Reporting Initiative** (“GRI”) standards.

Unless stated otherwise, all our public commitments and progress, such as those related to greenhouse gas emissions and renewable energy procurements, specifically apply to our Americas and European region. Our commitments and progress are all set against our 2022 baseline. We plan to continue enhancing our goals, and we’ll share progress updates in future reports.

HIGHLIGHTS



INNOVATION & CIRCULARITY

Berlin Packaging's Goals

Enable our customers to ensure their product portfolio is designed for **recyclability**.

Increase our customers' use of **recycled content** across their product portfolio.

Design our products with comprehensive sustainability attributes to **minimize** environmental impact, such as optimized material use and reuse & refill.

Expand our suite of **sustainability services** to help our customers unpack their full sustainability potential.

Progress to Date

Enabled **89+** brands to enhance their sustainable packaging strategy, including product launches with sustainability attributes.

Sold **12,996** metric tons of post-consumer recycled ("PCR") material, a **23.5% increase** from 2023. PCR reduces the amount of virgin material used in our customers' packaging.

Conducted **80+** life-cycle assessments to help brands understand their packaging footprint.

Launched a **sustainability marketing and communications** consulting service, partnering with brands to communicate their sustainable packaging initiatives.

SDGs

[12.2](#), [12.4](#), [12.5](#), [12.6](#)





CLIMATE

Berlin Packaging's Goals

Net-zero commitment

By 2050, achieve net-zero greenhouse gas emissions across our value chain.

Scope 1 & 2 emissions

By **2030**, reduce our Scope 1 and 2 emissions by **44.8%** from a 2022 baseline.

By **2050**, reduce Scope 1 and 2 emissions by **90%** from a 2022 baseline.

Scope 3 emissions

By **2030**, reduce our Scope 3 emissions by **51.6%** per US dollar of revenue, relative to our 2022 baseline.

By **2050**, reduce Scope 3 emissions by **97%** per US dollar of revenue, relative to our 2022 baseline.

Renewable energy

Annually, increase procurement of renewable energy, targeting **100%** renewable electricity for company operations.

Progress to Date

Achieved **Science Based Targets initiative (SBTi)** validation for emissions reduction goals.¹

Reduced **Scope 1 & 2** emissions by **23.27%**, compared to our 2022 baseline.

Established **Scope 3** baseline emissions and reduction strategy.

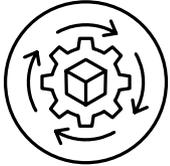
Purchased **4,645 MWh** of renewable energy credits, covering **100%** of our organization's 2024 electricity use in our Americas regions.

SDGs

[7.2](#), [7.3](#), [9.4](#), [12.2](#)



HIGHLIGHTS



RESPONSIBLE SUPPLY CHAIN MANAGEMENT

Berlin Packaging's Goals

By **2025**, assess **300** suppliers on environment, labor and human rights, ethics, and sustainable procurement criteria.

By **2025**, achieve **>75%** engagement rate with assessed suppliers.

Progress to Date

In 2024, assessed **204+** suppliers with a **76%** engagement rate via 3rd party assessments.

Collaborated with key suppliers to enhance **continuous improvement** plans.

SDGs

7.3, 9.4





WASTE REDUCTION

Berlin Packaging's Goals

By **2030**, certify **20** of our strategic warehouses as **zero waste**, which we define as >90% waste diverted from landfill.

Reduce waste across our global operations and divert from landfill as much as possible.

Progress to Date

Pursuing **TRUE zero waste certification** for both our Napa Valley warehouse (>90% diversion rate) and our Pittsburgh warehouse (>80% diversion rate).

SDGs

12.3, 12.5



HIGHLIGHTS



BIODIVERSITY & COMMUNITY ENGAGEMENT

Berlin Packaging's Goals

Actively **engage** our network to help conserve, protect, and restore our ecosystems.

Engage our people to give back through community health and well-being initiatives.

Progress to Date

Partnered with non-profits and local organizations to support **local communities**.

Became a **Ready 365 Bronze-level partner** of the American Red Cross, donating **\$20,000** to support local community resilience and disaster response.

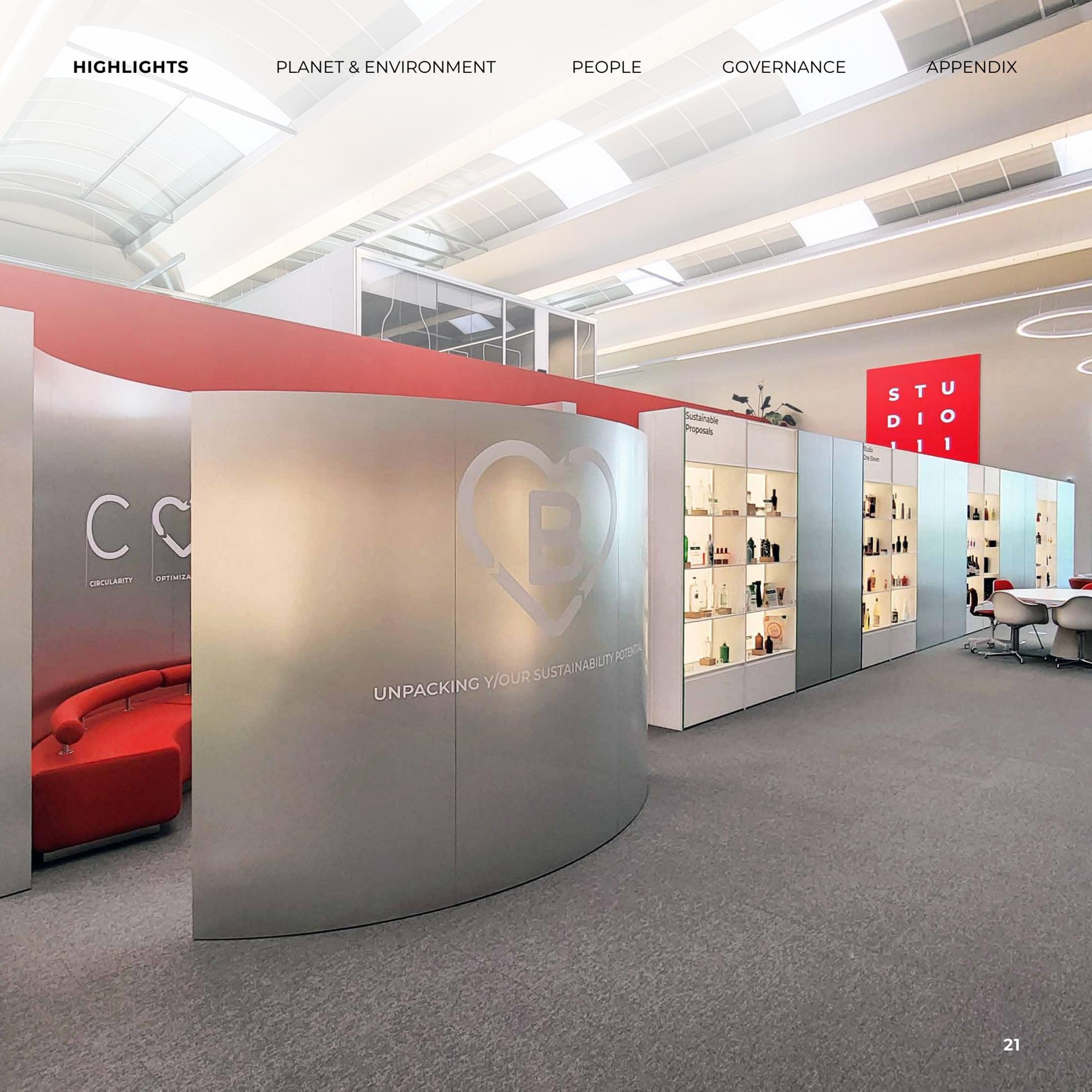
SDGs

13.3



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C CIRCULARITY
O OPTIMIZATION



UNPACKING Y/OUR SUSTAINABILITY POTENTIAL

Sustainable Proposals

STUDIO

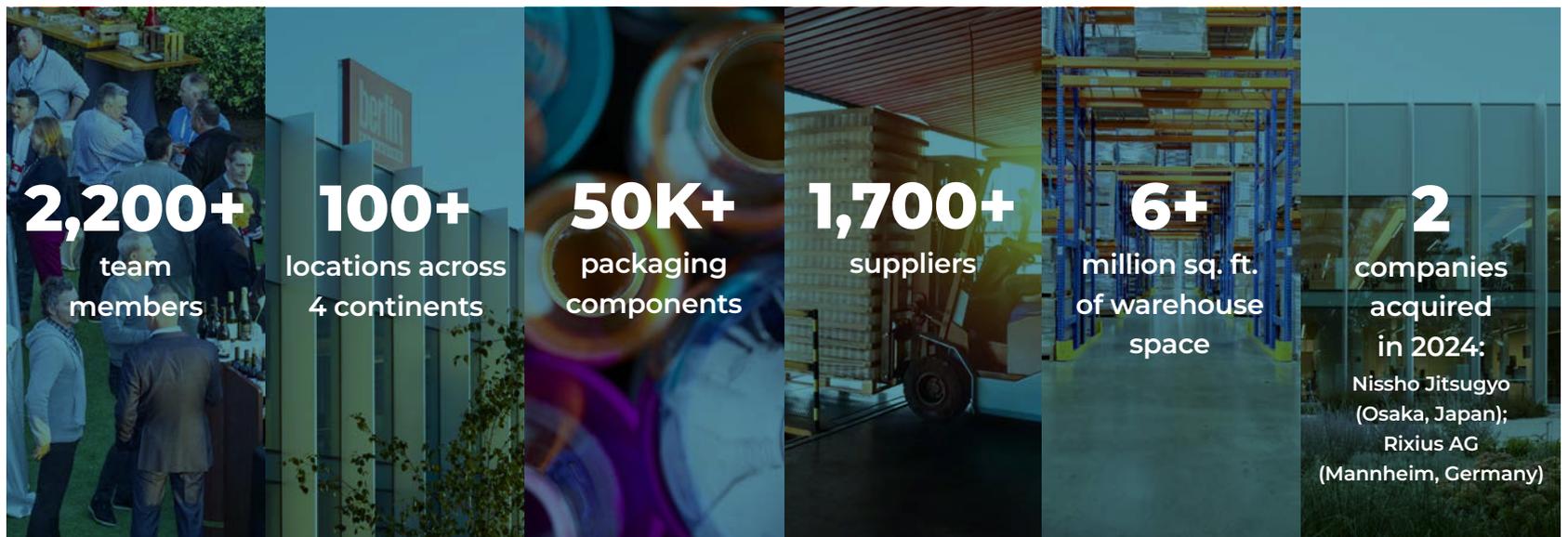
HIGHLIGHTS

ABOUT BERLIN PACKAGING

Who We Are

As the world's largest Hybrid Packaging Supplier®, we're driving the future of sustainable packaging. We provide brands of all sizes with comprehensive packaging solutions, integrating manufacturing, distribution, and value-added services including design, sustainability, quality assurance, and logistics. Our global reach and extensive value chain enable us to deliver cutting-edge, sustainable packaging for the products you may already love and use daily.

Driving best-in-class solutions across diverse markets.



Recognized globally for excellence in design, innovation, and sustainability.



ASSOCIATION OF PLASTIC
RECYCLERS

WE SUPPORT



Member of
How2Recycle



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



Member of
**SUSTAINABLE PACKAGING
COALITION**

RecyClass



HIGHLIGHTS

42K+
GLOBAL
CUSTOMERS

Trusted by leading brands and businesses around the world.

4,645
MWH RENEWABLE
ENERGY CREDITS
PROCURED

This amount of energy is enough to charge over 240 million smartphones!¹

22,000+
TONS OF CO₂E
REDUCED FOR
CUSTOMERS²

Empowering our customers to reduce their carbon footprint through our innovative products.

8.19
MILLION+
PACKS SOLD

Delivering smart, sustainable packaging solutions at scale.

¹Derived using the EPA Greenhouse Gas Equivalences calculator for smartphone charging.

²This figure was calculated based on the amount of PCR content integrated through our services, using recognized industry emissions factors. It reflects only PCR volumes directly provided and enabled by us and may not represent actual emissions reductions achieved by all customers.



24
PACKAGING AWARDS WON
 Recognized globally for excellence in design, innovation, and sustainability.



23.27%
REDUCTION IN GLOBAL SCOPE 1 & 2 EMISSIONS

Eliminated 2,177 metric tons of CO₂ since 2022—the same as removing 473 cars from the roads for a year.³

³ Determined using the Environmental Protection Agency (EPA) data on annual greenhouse gas emissions from a typical passenger vehicle.

⁴ Calculated based on a Boeing 747 jumbo jet's maximum takeoff weight of 412 metric tons.

12,996
METRIC TONS OF PCR MATERIAL SUPPLIED

That's on par with the weight of over 30 fully loaded Boeing 747 jumbo jets—diverted from landfills and promoting a circular economy.⁴