

Walmart Sustainability

Guidelines for reporting your Private Brand Packaging Data

2023 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.

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Survey Overview

Becoming a Regenerative Company: Walmart's Priority Issues

Our purpose: Helping people save money and live a better life

Through core products and services: Health and wellness, food, apparel and financial services



Opportunity

Good jobs and advancement for associates

Growth for suppliers, sellers and local economies

Equity and inclusion at Walmart and beyond



Sustainability

Climate and renewable energy leadership

Zero waste in operations, products, packaging

Regeneration of natural resources: forests, land, oceans

Dignity of people in supply chains

Sustainable product supply chains



Community

Serving communities

Access to safer, healthier products and services

Disaster preparedness & response



Ethics & Integrity

Highest ethical and compliance standards

Strong corporate governance

Engagement in public policy

Digital citizenship

Respect for human rights

Global Sustainable Packaging Goals

For Private Brands and encouraged for National Brands



Private
Brand
Goals

15% virgin plastic
reduction by 2025
(vs. 2020 baseline)

17% post-
consumer
recycled content
globally by 2025

100% packaging
recyclable, reusable,
or industrially
compostable by
2025

100% packaging
labeled for
recyclability by 2022

INNOVATE TOGETHER

Project Gigaton™: Driving action with suppliers toward Regeneration

Aiming to reduce or avoid 1 billion MT of emissions by 2030

Cumulative 750+ million MT CO2e avoided and 5,200+ suppliers engaged since 2017

+175 million MT CO2e avoided in FY2022



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

Major Contributors



ProjectGigaton™

2023 Sustainability Survey Season Dates

Timeline

September 5th - November 3rd

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

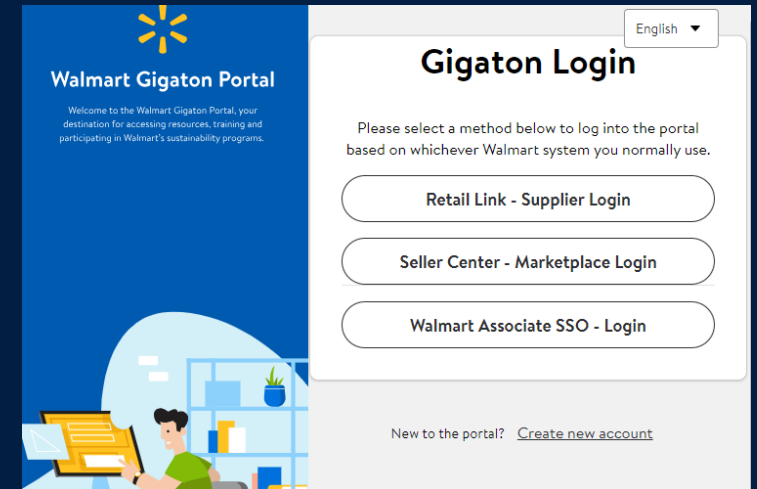
Sections

ProjectGigaton	All Suppliers
Commodity (New)*	Select Suppliers
People**	
Forests	
Packaging	Private Brand Suppliers
Textiles***	

SUPPLIER TRAINING AVAILABLE:

View additional [Trainings & Webinars](#) on Walmart Sustainability Hub website

Create or login to your company's [Sustainability Portal](#) account



* Applicability depends on the commodities in your supply chain.
**Suppliers for select departments (Seafood, Entertainment, Produce, Home, and Apparel Suppliers). Optional for others.
***required for Private Brands suppliers and recommended for National Brands suppliers.

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



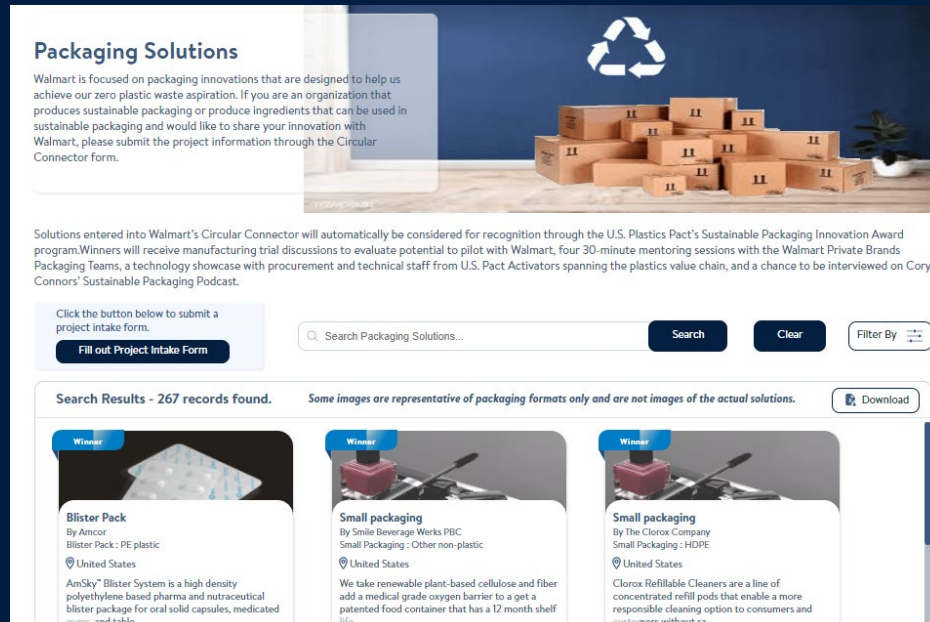
In most cases, all Private Brand products will have primary packaging. Examples of products without primary packaging includes but are not limited to loose produce; apparel with hang tags < 2.5 in. (6.35 cm); General Merchandise product with only a sticker. If this is the case for your packaging, you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

What's new in the **2023**
Private Brands Packaging Section?

New Packaging Innovations questions

One new question added this year related to packaging innovations and the Walmart Circular Connector:

- Did you engage with a company featured in the Walmart Circular Connector? Specify which companies featured in the CC you have engaged with



Packaging Solutions

Walmart is focused on packaging innovations that are designed to help us achieve our zero plastic waste aspiration. If you are an organization that produces sustainable packaging or produce ingredients that can be used in sustainable packaging and would like to share your innovation with Walmart, please submit the project information through the Circular Connector form.

Solutions entered into Walmart's Circular Connector will automatically be considered for recognition through the U.S. Plastics Pact's Sustainable Packaging Innovation Award program. Winners will receive manufacturing trial discussions to evaluate potential to pilot with Walmart, four 30-minute mentoring sessions with the Walmart Private Brands Packaging Teams, a technology showcase with procurement and technical staff from U.S. Pact Activators spanning the plastics value chain, and a chance to be interviewed on Cory Connors' Sustainable Packaging Podcast.

Click the button below to submit a project intake form.

[Fill out Project Intake Form](#)

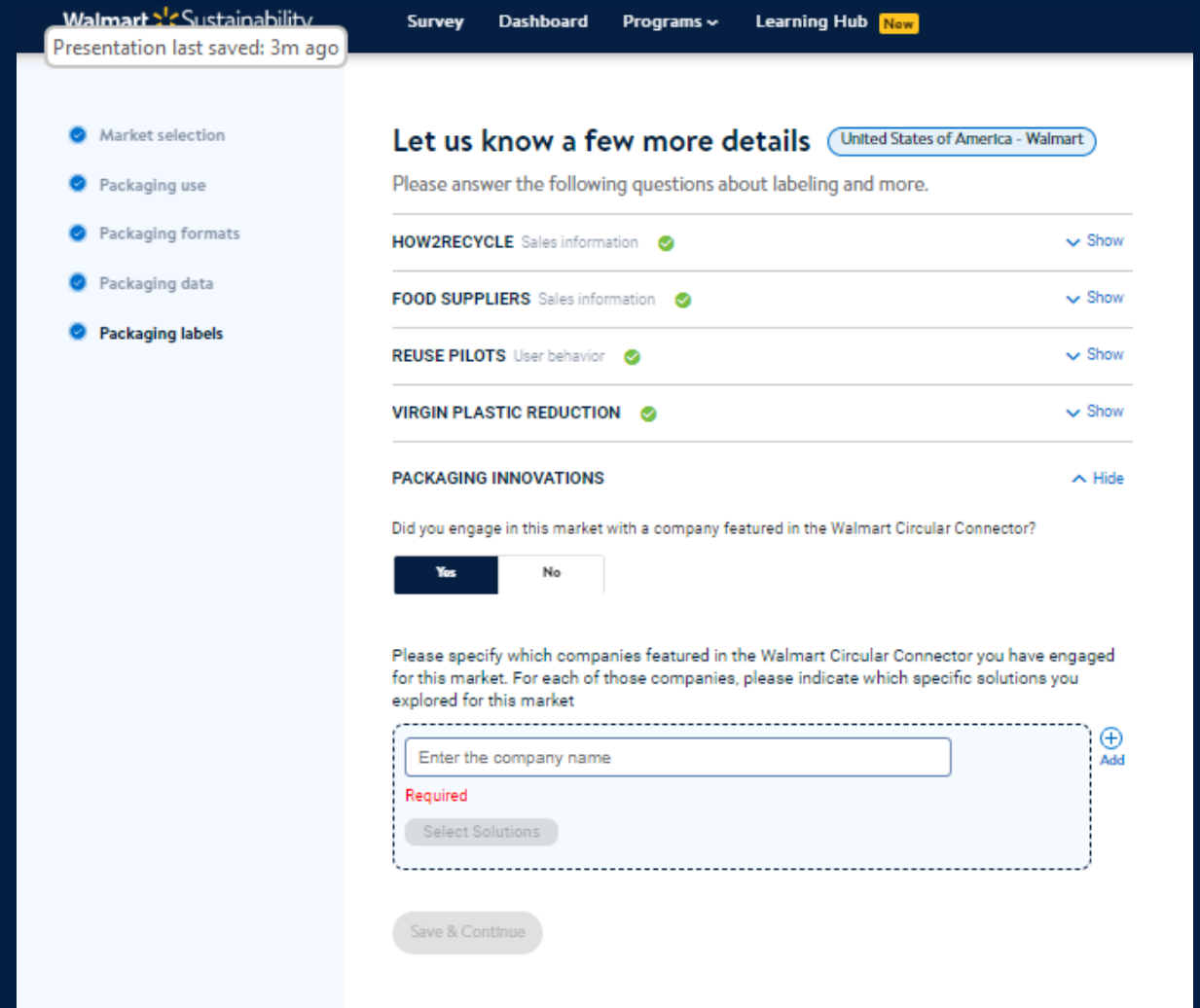
Search Packaging Solutions... [Search](#) [Clear](#) [Filter By](#)

Search Results - 267 records found. [Download](#)

Winner **Blister Pack**
By Amcor
Blister Pack : PE plastic
United States
AmSky® Blister System is a high density polyethylene based pharma and nutraceutical blister package for oral solid capsules, medicated gums, and table...

Winner **Small packaging**
By Smile Beverage Werks PBC
Small Packaging : Other non-plastic
United States
We take renewable plant-based cellulose and fiber add a medical grade oxygen barrier to a get a patented food container that has a 12 month shelf life...

Winner **Small packaging**
By The Clorox Company
Small Packaging : HDPE
United States
Clorox Refillable Cleaners are a line of concentrated refill pods that enable a more responsible cleaning option to consumers and customers without sa...



Walmart Sustainability
Presentation last saved: 3m ago

Survey Dashboard Programs Learning Hub **Now**

Market selection
Packaging use
Packaging formats
Packaging data
Packaging labels

Let us know a few more details United States of America - Walmart

Please answer the following questions about labeling and more.

HOW2RECYCLE Sales information [Show](#)

FOOD SUPPLIERS Sales information [Show](#)

REUSE PILOTS User behavior [Show](#)

VIRGIN PLASTIC REDUCTION [Show](#)

PACKAGING INNOVATIONS [Hide](#)

Did you engage in this market with a company featured in the Walmart Circular Connector?

Yes No

Please specify which companies featured in the Walmart Circular Connector you have engaged for this market. For each of those companies, please indicate which specific solutions you explored for this market

Enter the company name [+](#) [Add](#)

Required

[Select Solutions](#)




[Save & Continue](#)

Packaging Format Changes

Cups now included in the packaging format
“Tray/Clamshells/Thermoforms


Trapped blister: A clear plastic container that is sandwiched between either a single folded card or two cards that are sealed together. The cards are NOT glued to the plastic and the plastic and cards can easily be separated.


Hang tag: A tag that hangs off your product






















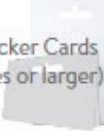




Survey Dashboard Programs Learning Hub **New**   English 

Select packaging formats United States of America - Walmart

Please select from the following packaging formats, based on your packaging use.

Select any packaging formats you have used for Walmart or Sam's Club Private Brand primary packaging. Use your latest or most recent 12-month period for which you have data available. If you reported last year, use the same reporting period as the initial/prior reporting year to avoid gaps or overlap with the prior year's submissions. 

Liquid Drinks 

<input type="radio"/> Bottle/Jug  	<input type="radio"/> Blister Pack  	<input type="radio"/> Tray/Clamshells/ Thermoforms/ Cups  	<input type="radio"/> Jars/Tubs/Pails  	<input type="radio"/> Cans/ Canisters/ Cartons  
<input type="radio"/> Bag/ Film/ Pouch/ Sachet  	<input type="radio"/> Foam Cushion, Dunnage, Inserts, Sleeves  	<input type="radio"/> Box/Window Box  	<input type="radio"/> Tubes  	<input type="radio"/> Small Packaging  
<input type="radio"/> Header Cards/Backer Cards (2.5 inches or larger)  	<input type="radio"/> Trapped Blister  	<input type="radio"/> Hang Tags (2.5 inches or larger)  		

Save & Continue

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

Repeat steps for each type of package

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

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

Select from the following United States of America - Sam's Club

Refer to the following selections for the appropriate unit of measure and the packaging uses that are applicable to you or your business.

UNIT OF MEASURE ✓

▼ Show

PACKAGING USES

^ Hide

Select all packaging use categories for which your primary packaging is used. Refer to the tooltip for details on each packaging category.

Food

Liquid Drinks ?

Includes all beverages (refrigerated or shelf-stable) such as dairy (milk), water, juice, tea, sports and nutrition drinks, carbonated beverages, beer, wines, spirits etc. (Excludes concentrates, dry coffee and tea mixes, etc.)

Food

Liquid Drinks ?

Includes all beverages (refrigerated or shelf-stable) such as dairy (milk), water, juice, tea, sports and nutrition drinks, carbonated beverages, beer, wines, spirits etc. (Excludes concentrates, dry coffee and tea mixes, etc.)

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

Select packaging formats United States of America - Walmart

Please select from the following packaging formats, based on your packaging use.

Select any packaging formats you have used for Walmart or Sam's Club Private Brand primary packaging. Use your latest or most recent 12-month period for which you have data available. If you reported last year, use the same reporting period as the initial/prior reporting year to avoid gaps or overlap with the prior year's submissions. [?](#)

Liquid Drinks [v](#)

<input checked="" type="radio"/> Bottle/Jug ? 	<input type="radio"/> Blister Pack ? 	<input type="radio"/> Tray/Clamshells/Thermoforms ? 	<input type="radio"/> Jars/Tubs/Cups/Pails ? 	<input type="radio"/> Cans/Canisters/ Cartons ? 	<input type="radio"/> Bag/Film/Pouch/ Sachet ? 	<input type="radio"/> Foam Cushion, Dunnage, Inserts, Sleeves ? 	<input type="radio"/> Box/Window Box ?
<input type="radio"/> Tubes ? 	<input type="radio"/> Small Packaging ? 	<input type="radio"/> Hang Tag/Header Cards/Backer Cards ? 					

[Save & Continue](#)

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



Example of Survey Question

PACKAGING FORMAT Edit

Bottle/Jug Completed

BOTTLE/JUG Material type

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

- | | | | |
|---|--|--|-------------------------------|
| <input checked="" type="checkbox"/> PET | <input checked="" type="checkbox"/> HDPE | <input type="checkbox"/> PVC | <input type="checkbox"/> LDPE |
| <input type="checkbox"/> LLDPE | <input type="checkbox"/> PP | <input type="checkbox"/> PS | <input type="checkbox"/> EPS |
| <input type="checkbox"/> Other plastic (PETG, ... | <input type="checkbox"/> Glass | <input type="checkbox"/> Other non-plastic | |

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



= PET

= HDPE

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 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

BOTTLE/JUG Data entry Hide

Watch [this video](#) and then enter data for each packaging format selected above ?

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ?	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	<input type="text" value="10000"/>	<input type="text" value="120"/> kg	<input type="text" value="120"/> kg	120.00 kg	<input type="text" value="0"/> kg	<input type="text" value="60"/> kg	<input type="text" value="0"/> kg
HDPE	<input type="text" value="50000"/>	<input type="text" value="300"/> kg	<input type="text" value="300"/> kg	300.00 kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg

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

BOTTLE/JUG Data entry ^ Hide

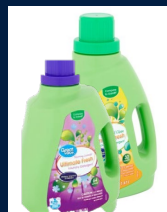
Watch [this video](#) and then enter data for each packaging format selected above ?

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ?	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	<input type="text" value="10000"/>	<input type="text" value="120"/> kg	<input type="text" value="120"/> kg	120.00 kg	<input type="text" value="0"/> kg	<input type="text" value="60"/> kg	<input type="text" value="0"/> kg
HDPE	<input type="text" value="50000"/>	<input type="text" value="300"/> kg	<input type="text" value="300"/> kg	300.00 kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg

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



PET



HDPE

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



Example of Survey Question

BOTTLE/JUG Data entry ^ Hide

Watch [this video](#) and then enter data for each packaging format selected above ?

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ?	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	<input type="text" value="10000"/>	<input type="text" value="120"/>	<input type="text" value="120"/>	120.00 kg	<input type="text" value="0"/> kg	<input type="text" value="60"/> kg	<input type="text" value="0"/> kg
HDPE	<input type="text" value="50000"/>	<input type="text" value="300"/> kg	<input type="text" value="300"/> kg	300.00 kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg

ie., Meets the green pages or applicable yellow pages of the Recycling Playbook or has been reviewed by How2Recycle and given an overall rating of 'optimal', or 'recyclable but needs improvement'

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.

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 + base material** to verify if your packaging is designed for recycling

Use the Recycling Playbook



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 Products



Example of Survey Question

BOTTLE/JUG Data entry ^ Hide

Watch [this video](#) and then enter data for each packaging format selected above ?

AUTO-CALCULATED

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ?	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	<input type="text" value="10000"/>	<input type="text" value="120"/> kg	<input type="text" value="120"/> kg	<input type="text" value="120.00"/> kg	<input type="text" value="0"/> kg	<input type="text" value="60"/> kg	<input type="text" value="0"/> kg
HDPE	<input type="text" value="50000"/>	<input type="text" value="300"/> kg	<input type="text" value="300"/> kg	<input type="text" value="300.00"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg

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

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

Identify if your packaging is certified industrially compostable

Questions to Answer

Is your package certified industrially compostable?

Example Products



Example of Survey Question

BOTTLE/JUG Data entry Hide

Watch [this video](#) and then enter data for each packaging format selected above ?

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ? <small>(i.e., certified by Biodegradable Products Institute (BPI) or equivalent for non-US markets)</small>	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	<input type="text" value="10000"/>	<input type="text" value="120"/> kg	<input type="text" value="120"/> kg	<input type="text" value="120.00"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg
HDPE	<input type="text" value="50000"/>	<input type="text" value="300"/> kg	<input type="text" value="300"/> kg	<input type="text" value="300.00"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg

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

Identify if your packaging uses post-consumer recycled content

Questions to Answer

Do you use post-consumer recycled content?

- Identify if it is post-consumer, pre-consumer or post industrial

Example Products



Example of Survey Question

BOTTLE/JUG Data entry Hide

Watch [this video](#) and then enter data for each packaging format selected above ?

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ?	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	<input type="text" value="10000"/>	<input type="text" value="120"/> kg	<input type="text" value="120"/> kg	120.00 kg	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
HDPE	<input type="text" value="50000"/>	<input type="text" value="300"/> kg	<input type="text" value="300"/> kg	300.00 kg	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

Post-consumer recycled content (PCR): 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. Note: Pre-consumer recycled and post-industrial content does NOT count as PCR.

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 post-consumer recycled content** used for each **packaging type+ base material**

Identify if your packaging uses sustainably sourced bio-based content

Questions to Answer

Does your packaging use sustainability sourced bio-based content?

Example Products



Example of Survey Question

BOTTLE/JUG Data entry ^ Hide

Watch [this video](#) and then enter data for each packaging format selected above ?

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ?	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	<input type="text" value="10000"/>	<input type="text" value="120"/> kg	<input type="text" value="120"/> kg	120.00 kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg
HDPE	<input type="text" value="50000"/>	<input type="text" value="300"/> kg	<input type="text" value="300"/> kg	300.00 kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg

Bio-Based: Made from renewal resources instead of fossil fuels. Example of renewable carbon resources include corn, potatoes, rice, soy, sugarcane, wheat, and vegetable oil. A biobased plastic can be partly or entirely bio-based. Note: Bio-Based does NOT mean the package is biodegradable, recyclable, or compostable.

WHAT TO DO: Determine the **weight of sustainably sourced bio-based content**

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 bio-based.
- 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

BOTTLE/JUG Data entry ^ Hide

Watch [this video](#) and then enter data for each packaging format selected above ?

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ?	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	10000	120 kg	120 kg	120.00 kg	0 kg	60 kg	0 kg
HDPE	50000	300 kg	300 kg	300.00 kg	0 kg	0 kg	0 kg

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.

PET BOTTLE/JUG

10,000 units sold
 Weight of 1 unit is .012 kg
 $.012 \text{ kg} \times 10,000 = 120 \text{ kg PET bottles}$

HDPE BOTTLE/JUG

30,000 units sold
 Weight of 1 unit is .005 kg
 $.005 \text{ kg} \times 30,000 = 150 \text{ kg HDPE bottles}$

20,000 units sold
 Weight of 1 unit is .0075 kg
 $.0075 \text{ kg} \times 20,000 = 150 \text{ kg HDPE bottles}$

Weight of ALL HDPE primary packaging = **300 kg**

*cap weight is excluded if it is a different material than the base material (refer to slide 20 for more information on base materials)

Calculate the weight of packaging designed for recycling for each unit

Questions to Answer

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

Example Products



Example of Survey Question

BOTTLE/JUG Data entry ^ Hide

Watch [this video](#) and then enter data for each packaging format selected above ?

Packaging Material ?	Number of units ?	Weight of ALL primary packaging (kg) ?	Weight of packaging designed for recycling (kg). ?	Weight of packaging where a system of recycling exists in practice and at scale (kg) ?	Weight of packaging that is certified compostable (kg) ?	Post-consumer recycled content weight (kg) ?	Sum sustainable sourced bio-based weight (kg) ?
PET	<input type="text" value="10000"/>	<input type="text" value="120"/> kg	<input type="text" value="120"/> kg	<input type="text" value="120.00"/> kg	<input type="text" value="0"/> kg	<input type="text" value="60"/> kg	<input type="text" value="0"/> kg
HDPE	<input type="text" value="50000"/>	<input type="text" value="300"/> kg	<input type="text" value="300"/> kg	<input type="text" value="300.00"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg	<input type="text" value="0"/> kg

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.

PET BOTTLE/JUG



10,000 units sold

Weight of 1 unit is .012 kg - entire bottle is designed for recycling

.012 kg x 10,000 = **120 kg PET bottles designed for recycling**

HDPE BOTTLE/JUG



30,000 units sold

Weight of 1 unit is .005 kg - entire bottle is designed for recycling

.005 kg x 30,000 = **150 kg HDPE bottles designed for recycling**



20,000 units sold

Weight of 1 unit is .0075 kg - entire bottle is designed for recycling

0.0075kg x 20,000 = **150 kg HDPE bottles designed for recycling**



Weight of ALL HDPE bottles designed for recycling = **300 kg**

For Private Brand Products sold in Walmart US, Sam's Club US, & Walmart Canada only: How2Recycle 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

How2Recycle - Total sales

Enter department level sales information

i 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 - SHOES

USD

Dept 31 - ACCESSORIES

USD

Next

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 =



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 hang 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 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

How2Recycle - Sales with label

Enter department level sales information

What are the sales of all private brand products in primary packaging labeled with How2Recycle label?

Dept 25 - SHOES

Enter value USD

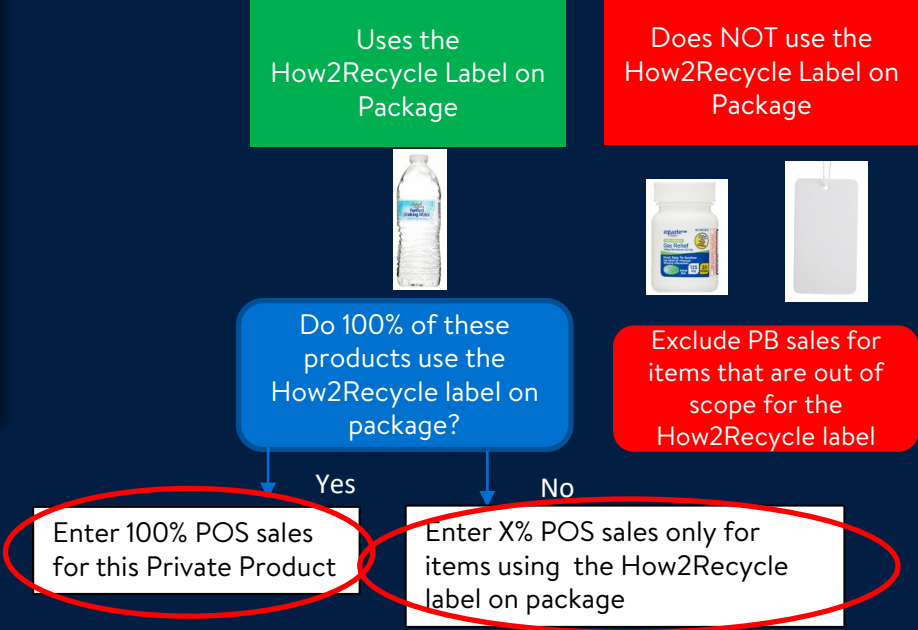
Dept 31 - ACCESSORIES

Enter value USD

Previous Next

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

** the only packaging out of scope for How2Recycle labeling include apparel hangtags and those <2.5 inches, small labeling panels, and items affected by regulatory restrictions*



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

Survey Dashboard Programs

Let us know a few more details Mexico

Please answer the following questions about labeling and more.

ON-PACK RECYCLING Sales information Hide

For Apparel suppliers using hangtags:
Please note that apparel hangtags of any size are out of scope for the On-Pack Recycling question of the Packaging survey, while header cards/backer cards and any other selected packaging formats are in scope for On-Pack Recycling question. Apparel hangtag volume should still be included for other questions in the packaging section. If you are an apparel supplier that only uses hangtags, please choose 'No' for the question below. If you also use header cards, backer cards, or any other packaging formats, then please choose 'Yes'.

Are you using an on-pack recycling label (not RIC or chasing arrows)?

Yes No

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

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



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)

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

The screenshot shows two overlapping survey windows. The top window is titled 'How2Recycle - SKUs' and asks for department-level sales information for Private Brand SKUs with primary packaging. It has input fields for 'Dept 25 - SHOES' and 'Dept 31 - ACCESSORIES'. The bottom window is titled 'How2Recycle - SKUs with label' and asks for the total number of Private Brand SKUs in primary packaging with the How2Recycle label. It also has input fields for 'Dept 25 - SHOES' and 'Dept 31 - ACCESSORIES'. Both windows have 'Previous' and 'Done' buttons at the bottom.

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

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

On-Pack Recycling
Please enter the details for all questions.

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

What are the sales of all private brand products in primary packaging labeled with On-Pack Recycling label?
Enter value USD

Enter the total number of Private Brand SKUs with primary packaging where you do business with Walmart or Sam's Club.
Enter value

Enter the total number of Private Brand SKUs in primary packaging with the On-Pack Recycling label where you do business with Walmart or Sam's Club
Enter value

Done

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



For Private Brand Products NOT sold in the US & Canada markets: On-Pack Labeling SKU 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

Survey Dashboard Programs

Let us know a few more details Mexico

Please answer the following questions about labeling and more.

ON-PACK RECYCLING Sales Information Hide

For Apparel suppliers
Please note that apparel recycling question of any other selected packaging question. Apparel has the packaging section please choose 'No' for cards, or any other packaging.

Are you using an on-pack recycling label?
 Yes No

On-Pack Recycling
Please enter the details for all questions.

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

What are the sales of all private brand products in primary packaging labeled with On-Pack Recycling label?
Enter value USD

Enter the total number of Private Brand SKUs with primary packaging where you do business with Walmart or Sam's Club.
Enter value

Enter the total number of Private Brand SKUs in primary packaging with the On-Pack Recycling label where you do business with Walmart or Sam's Club.
Enter value

Done

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 recycling.

Find the Recycling Playbook here:
Walmart Sustainability Hub > Waste > Sustainable Packaging



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

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**?

STEP TWO

Does your packaging contain any of the following?



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

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

PAPER-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, 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*

PE BAGS & 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, RFIDs
- **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?

STEP TWO

Does your packaging contain any of the following?

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

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

PET RIGIDS	HDPE & PP RIGIDS	LDPE RIGIDS
<ul style="list-style-type: none"> • Opaque or non clear, transparent, light blue or green • PETG bottles • PVC components (including labels) • Degradable additives • Large labels (<i>that aren't APR approved</i>) • Metal attachments 	<ul style="list-style-type: none"> • PVC components (including labels) • Degradable additives • Large amounts of heavy fillers • Large labels (<i>that aren't APR approved</i>) • Metal attachments 	<ul style="list-style-type: none"> • 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 [Bottles, Jars, Jugs, and Tubs](#) section of the [Walmart Recycling Playbook](#) to determine if your package is designed for recycling.



Guidance document – Box / Window Box

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?



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

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, 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 – Cans, canisters, 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**?

PACKAGING TYPE	PACKAGING MATERIAL	STEP ONE: YES OR NO
CANS, CANNISTE..	Metal (Aluminum, Steel, tin)	Yes, proceed to step 2
CANS, CANNISTE..	Paper-based w/o metal	Yes, proceed to step 2
CANS, CANNISTE..	Paper-based w/metal	No, package is NOT designed for recycling

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 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?



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

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, RFIDs
- **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, 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 **Cushion, Dunnage, & Inserts** sections of the [Walmart Recycling Playbook](#) to determine if your package is designed for recycling.



Guidance document – tray, clamshell, thermoform, cups

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
TRAY, CLAMSH...	Paperboard	Yes, proceed to step 2
TRAY, CLAMSH...	Molded Fiber	Yes, proceed to step 2
TRAY, CLAMSH...	PET	Yes, proceed to step 2
TRAY, CLAMSH...	HDPE	Yes, proceed to step 2
TRAY, CLAMSH...	PVC / PVDC	No, package is NOT designed for recycling
TRAY, CLAMSH...	LDPE	No, package is NOT designed for recycling
TRAY, CLAMSH...	LLDPE	No, package is NOT designed for recycling
TRAY, CLAMSH...	PP	Yes, proceed to step 2
TRAY, CLAMSH...	PS	No, package is NOT designed for recycling
TRAY, CLAMSH...	EPS	No, package is NOT designed for recycling
TRAY, CLAMSH...	Other plastic (PETG, CPET, PC, multimaterial, or blended resins)	No, package is NOT designed for recycling
TRAY, CLAMSH...	Aluminum	No, package is NOT designed for recycling

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

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

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, 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?



PACKAGING TYPE	PACKAGING MATERIAL	STEP ONE: YES OR NO
JARS, TUBS, CUPS,	PET	Yes ,Proceed to step 2
JARS, TUBS, CUPS,	HDPE	Yes ,Proceed to step 2
JARS, TUBS, CUPS,	PVC	No, package is NOT designed for recycling
JARS, TUBS, CUPS,	LDPE	Yes ,Proceed to step 2
JARS, TUBS, CUPS,	LLDPE	Yes ,Proceed to step 2
JARS, TUBS, CUPS,	PP	Yes ,Proceed to step 2
JARS, TUBS, CUPS,	PS	No, package is NOT designed for recycling
JARS, TUBS, CUPS,	EPS	No, package is NOT designed for recycling
JARS, TUBS, CUPS,	Other plastic (PETG, PC, multimaterial, blended resins)	No, package is NOT designed for recycling is NOT recyclable
JARS, TUBS, CUPS,	Glass	Yes, Proceed to Step 2

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

PET RIGIDS	HDPE & PP RIGIDS	LDPE RIGIDS
<ul style="list-style-type: none"> • Opaque or non clear, transparent, light blue or green • PETG bottles • PVC components (including labels) • Degradable additives • Large labels (<i>that aren't APR approved</i>) • Metal attachments 	<ul style="list-style-type: none"> • PVC components (including labels) • Degradable additives • Large amounts of heavy fillers • Large labels (<i>that aren't APR approved</i>) • Metal attachments 	<ul style="list-style-type: none"> • 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 [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**?

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

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

- <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.



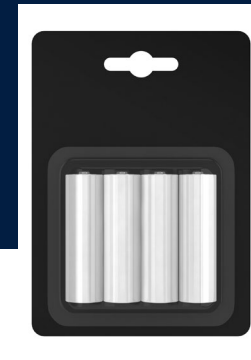
Guidance document – Blister Pack

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?



PACKAGING TYPE	PACKAGING MATERIAL	STEP ONE: YES OR NO
BLISTER PACK	PET plastic and fiber	No, package is NOT designed for recycling
BLISTER PACK	PVC plastic and fiber	No, package is NOT designed for recycling
BLISTER PACK	PE plastic and fiber	No, package is NOT designed for recycling
BLISTER PACK	Other	No, package is NOT designed for recycling
BLISTER PACK	Mono-material PE	Yes, package is designed for recycling

At this time, the only blister pack material that is designed for recycling is a mono-material PE blister. No blister packs are considered recyclable according to the Ellen MacArthur Foundation's definition.

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.



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**?

PACKAGING TYPE	PACKAGING MATERIAL	STEP ONE: YES OR NO
TUBES	PVC / PVDC	No, package is NOT designed for recycling
TUBES	HDPE	Yes ,Proceed to step 2
TUBES	Other plastic	No, package is NOT designed for recycling
TUBES	Aluminum	No, package is NOT designed for recycling

STEP TWO

- Does your packaging contain any of the following?



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

- 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.



Guidance document – Small Packaging

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
SMALL PACKAGING	PET	Yes ,Proceed to step 2
SMALL PACKAGING	HDPE	Yes ,Proceed to step 2
SMALL PACKAGING	PVC / PVDC	No, package is NOT designed for recycling
SMALL PACKAGING	LDPE	Yes ,Proceed to step 2
SMALL PACKAGING	LLDPE	Yes ,Proceed to step 2
SMALL PACKAGING	PP	Yes ,Proceed to step 2
SMALL PACKAGING	PS	No, package is NOT designed for recycling
SMALL PACKAGING	EPS	No, package is NOT designed for recycling
SMALL PACKAGING	Other plastic (PETG, CPET, PC, multimaterial, or blended resins)	No, package is NOT designed for recycling
SMALL PACKAGING	Glass	Yes ,Proceed to step 2
SMALL PACKAGING	Other non-plastic	No, package is NOT designed for recycling
SMALL PACKAGING	Molded Pulp/Fiber	Yes ,Proceed to step 2
SMALL PACKAGING	Corrugate	Yes ,Proceed to step 2
SMALL PACKAGING	Paperboard	Yes ,Proceed to step 2

STEP TWO

- Does your packaging contain any of the following?



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

PAPERBASED	PET RIGIDS	HDPE & PP RIGIDS	LDPE RIGIDS
<ul style="list-style-type: none"> • Metal • Magnetic closures • Radio-frequency identification • Double sided plastic/polymer/resin coatings 	<ul style="list-style-type: none"> • Opaque or non clear, transparent, light blue or green • PETG bottles • PVC components (including labels) • Degradable additives • Large labels (<i>that aren't APR approved</i>) • Metal attachments 	<ul style="list-style-type: none"> • PVC components (including labels) • Degradable additives • Large amounts of heavy fillers • Large labels (<i>that aren't APR approved</i>) • Metal attachments 	<ul style="list-style-type: none"> • 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.

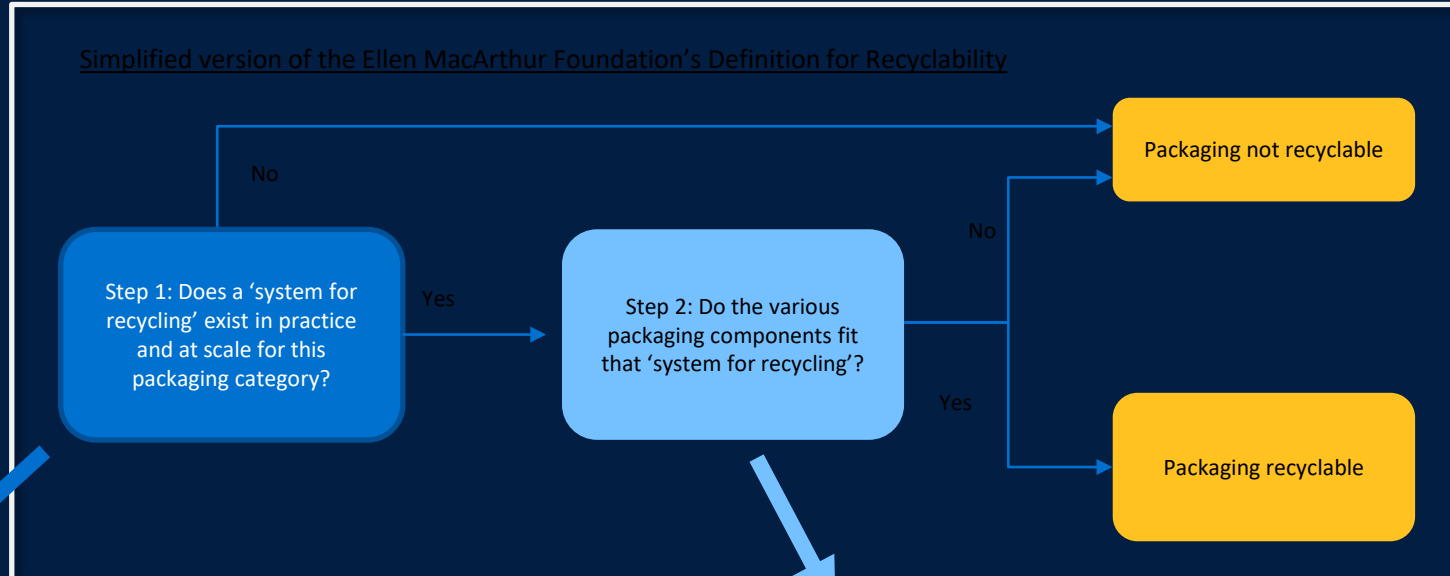


HOW RECYCLABILITY IS DETERMINED & FAQs

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 is referencing the Ellen MacArthur Foundation's guidance document to identify packaging that can proceed to Step 2.

Look for this chart on each guidance page.

PACKAGING TYPE	PACKAGING MATERIAL	STEP ONE: YES OR NO
BOTTLE & JUG	PET	Yes, proceed to step 2
BOTTLE & JUG	HDPE	Yes, proceed to step 2
BOTTLE & JUG	PVC	No, package is NOT recyclable
BOTTLE & JUG	LDPE	No, package is NOT recyclable
BOTTLE & JUG	LLDPE	No, package is NOT recyclable
BOTTLE & JUG	PP	Yes, proceed to step 2
BOTTLE & JUG	PS	No, package is NOT recyclable
BOTTLE & JUG	EPS	No, package is NOT recyclable
BOTTLE & JUG	Other plastic (PETG, CPET, PC, multimaterial, or blended resins)	No, package is NOT recyclable
BOTTLE & JUG	Other non-plastic	No, package is NOT recyclable

Walmart's Recycling Playbook is a resource to answer Step 2 of the Ellen MacArthur Foundation's recyclability definition

Walmart sustainable packaging playbook deep dive: Supporting Recycling

PET Bottles

Recyclability Challenge	Examples	Guidance
Nylon Layers	Sparkling mineral water, jins, and juice	Use the APR recognized options or innovate to use recycling compatible options
Oxygen Scavenger for other Additives	Juice, tea, and coffee	Use the APR recognized options or innovate to use recycling compatible options (e.g. CO ₂ at low %)
Paper Labels	Many products	These are a low cost option that either need to pass APR benchmarks and definitions or be replaced with non-paper APR recognized options
Pressure Sensitive and Shrink Sleeve Labels	Many products	Use the APR recognized options (learn more at https://www.ellenmacarthurfoundation.org/pressuresensitive)
Metal Parts in Cap, Pump, or Spray	Beverages, cleaning, and personal care products	Look for all plastic caps, pumps, or sprays (some applications may have functional impurities and functionality) Labels should be used to clearly communicate that the cap, pump, or spray will need to be removed before recycling
PETG	Beverages	PETG is not the same thing as PET and should be designed out of PET packaging
Materials that present recyclability challenges		
Resin	PETG or Other non-compatible resins mixed in (Some ECH levels are ok)	
Resin Color or Additives	Transparent colors other than blue and green, opaque colors, dark colors, degradable additives (no biodegradable additives)	
Attachments and Closures	Metal, Foils, PS, PVC, PLA, TPO/SECCs with density > 1	
Labels	Metal foil, metallized printing, PS, PVC, PLA, Full body shrink sleeves or pressure sensitive labels that are not APR preferred, does not pass near infrared (NIR) Sorting Potential Test, greater than 60% printed label coverage of the operator side and section for pressure sensitive or PET, for sleeves, or paper labels that are not APR preferred, avoid bleeding inks	

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>

Recyclable

Definition: 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.

PCR

Definition: 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.

Compostable

Definition: 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.

Bio-based

Definition: 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.

Reuse

Definition: 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.

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