

## Nature's Path Foods Inc.

Nature's Path aims to be a vehicle for healthy foods, positive lifestyle and environmental-stewardship. Nature's Path (NP) manufactures breakfast foods and snacks that are sold in specialty food stores and national retailers in North America and 30 other countries.

*Nature's Path Foods is one of a number of companies taking positive steps towards a sustainable future where social progressiveness and environmental excellence are as important as profitability.*



### Packaging Design for Reduced Waste

- The boxes used for flaked cereals have been reduced by 10%, saving on unnecessary packaging waste and reducing costs. In addition, most cereals are offered in bulk "Eco Pacs."
- By optimizing the dimensions of boxed packaging, 72 units, rather than 66, can be stacked on a pallet. This configuration also makes full use of the pallet envelope, reducing product shifting and breakage.
  - Less storage space used = improved asset utilization and postponed capital outlays
  - 8% improvement in load factor on trucks = better asset utilization and reduced emissions, fuel, and energy consumption
- Nature's Path chooses non-toxic soy-based inks on all paperboard packaging. Vegetable inks are easier to recycle and better for the environment. In addition, all paperboard that is purchased contains 100% recycled content.



### Reduce . . .

Nature's Path Foods reduced the packaging on their regular sized cereal boxes by 10% without reducing product volume.



### For more information:

Visit *SmartSteps Case Studies* at [metrovancover.org](http://metrovancover.org) for more business success stories.

Contact Metro Vancouver Sustainable Business Services at 605-451-6575 or by email at [business\\_services@metrovancover.org](mailto:business_services@metrovancover.org).

