

# Plastic packaging is more environmentally friendly than the paper alternative

## Environmental study – Sustainability

Lafarge Cement is dedicated to identifying the most sustainable means for cement production and delivery, throughout the supply chain.

We are the first cement manufacturer to commission an in-depth study, undertaken by leading environmental consultants BASF, to fully understand the environmental impacts of its packaging.

The comprehensive six-month study reviewed the six factors of Energy Consumption, Resource Consumption, Emissions, Land Use, Health Effects and Risk Potential associated with both materials. Critically, the study for the first time takes into account the influence of these factors from the ‘cradle to the grave’, incorporating issues associated with disposal and recycling – which are a significant issue for merchants needing to dispose of wasted cement.

## Plastic versus Paper Lower environmental impact

As a material for packaging cement, plastic has been shown to have a lower environmental impact across its full lifecycle than the current paper alternatives.

The biggest single factor influencing the environmental impact of paper packaging is the greater occurrence of cement wastage.

**11%** of paper bags are damaged between delivery to merchant and use on site.

The higher incidence of wastage with paper packaging results in greater energy consumption in the production of additional cement, its transport and storage.

**14%** less energy is required when plastic is used.



Undamaged plastic packaging on building site.



Damaged paper packaging on building site.

Reduced wastage not only saves you money through replenishing stock, but also reduces waste disposal costs.

## Assisting Merchants – Product Selection

The results present critical insights for merchants and can assist with selecting materials which meet their own cost and environmental targets.

It can also provide guidance on which ‘best value’ products enable their customers to solve their own environmental challenges.

## Plastic packaging – benefits to Merchants

- Environmentally friendly compared to paper alternatives
- Weatherproof, can be stored outside without the need to cover
- Increased shelf life
- Easier to handle and transport – less dust
- Deliver to customer sites in wet weather safe in the knowledge it will not get water damaged – saving time and re-delivery costs

## Assisting end users The value of plastic packaging

Our research clearly demonstrates the value of plastic packaging to the consumer with less cement wasted and a cleaner more resilient product.

## Benefits to End User

- Flexibility to store anywhere on-site
- No need to cover
- No water ingress
- Less waste – saves money
- Labour saving
- Empty bags can be used as rubble sacks
- Clean transportation
- Easier to handle



Overall, plastic bags are **39%** more environmentally friendly than paper alternatives!



# Who cares what the weatherman says?

“Rainfall in 2008 was the worst for 200 years...”\*

between June 1st and September 5th, 12.5 inches of rain fell on the UK 40% more than the national average.

Who needed the weatherman?  
Certainly not plastic packaging!

Plastic packed cement has come through the storms with flying colours, in fact it is able to take whatever the great British weather has been able to throw at it this year!

**Innovation inspired by end-users**  
Listening to the day-to-day issues facing those using cement we discovered that as much as 11% of all bagged cement is ruined before use, our research clearly demonstrates the value of plastic packaging to the consumer with less cement wasted and a cleaner, more resilient product.



With plastic packaging there's less waste – saves time saves money!

\*Figures released by the Met Office – The Guardian Newspaper.

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for you.  
The right packaging  
for the environment.