

PACKAGING INITIATIVE

Introduction

At USANA, we intend to reduce extraneous packaging and shipping material from our products and our operations. In the past we have had success by removing external cartons from products, changing packaging formats, and redesigning our shipping line to use right-sized shipping boxes. In 2012, we intended to repurpose a box used to ship one of our components to us as a shipper box. We intended to use the box to ship our finished goods to our international offices. Unfortunately, our finished good did not fill the box completely, causing the box to collapse when palletized, and we had to revert to our original double-walled shipper.

In 2013, we are reviewing our shipper and looking for a new way to save money on packaging. We intend to replace our double-walled shipper with five single-walled shipper boxes, each one cut to the exact size of our five different sizes of finished good bottles.

The replacement of a “one-size fits all” double-walled box with right-sized single wall shippers should save a considerable amount of packaging material

Project Type

This initiative falls under the Core Project category of solid waste reduction through the reduction in packaging and shipping materials sent to customers.

Environmental Benefit

The project will reduce the total solid waste generated by our operations and sales of USANA products. Though our intended reduction only represents a small fraction of total landfilled waste in the world, we believe that marginal environmental improvements are a significant starting place. Furthermore, we believe that a reduction of total waste (landfilled and recycled) also has an impact on air quality issues associated with the energy used to transport and recycle waste materials. Utah's environment will benefit from the reduction in wastes generated by USANA's packaging operations and the hundreds of thousands of orders placed by our customers during a year.

Measurement and Monitoring

Measurement of this goal will involve a count of the new shippers we use versus the number of old shippers we did not purchase. We will take the difference between the weight of the old shipper times the number of old shippers eliminated and the weight of the new shippers times the number of new shippers purchased.

Indicators

Targeted Indicator: Metric tons saved

Baseline year: 2012

Baseline metric tons of shippers used: To be determined

Targeted and Annual reduction: 3 metric tons

Target year to reach this goal: 2013

Public Participation

Public participation will include posts to our corporate blog about the our reductions. It may also include internal "Did You Know" e-mails about our Green Program. .