

Eastman Solus™ performance additives strengthen Caltrate's sustainability story.



When Haleon needed a more sustainable packaging solution, it turned to Eastman. In 2021, Haleon partnered with Eastman to develop eco-friendly packaging for its Caltrate brand. Eastman Solus™ performance additives provided the needed sustainability and performance results for the film-free transfer metallized packaging (TMP).

The challenge Meeting Haleon's 2030 goals

Caltrate, Haleon's leading calcium brand, wanted a more sustainable packaging solution to meet the company's corporate sustainability goals without sacrificing shelf appeal. Impacted products were Caltrate Glucosamine and Chondroitin Plus Calcium tablets.

Goal 1*

Reduce the use of virgin petroleum-based plastics by one-third.

Goal 2**

Develop solutions for all product packaging to be recyclable or reusable.

The solution TMP based on Solus™

Development of adding Solus™ film-free TMP to white cardboard packaging of 300 gsm and above was completed in April 2022. Today, Caltrate packaging features a luxurious, holographic, metallic luster with a simpler and safer, film-free structure that can be repulped to make new paper through the regular recycling stream.

A luxurious finish contributes to high shelf appeal, helping retain customer attention.

Caltrate replaced PET plastic film with film-free TMP, reducing plastic waste by enhancing recyclability.

The impact An appealing, sustainable future

Caltrate adheres to the Chinese national commitment of three reductions and three health benefits aimed at improving people's bone strength and overall mobility. The brand also explores a path of plastic reduction and recycling through its industry influence.

- Transitioned from nonrecyclable to 100% recycle-ready outer packaging
- Achieved ~400 tons of recycle-ready paper and reduced the brand's environmental impact

Caltrate reduces plastic use by about 24 tons per year by leveraging Solus™ TMP.

The whole carton is recyclable.

*Baseline reporting period = 1 January 2020 to 31 December 2020

**Where safety, quality and regulations permit

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