

Key Findings of Packaging Opinion Leader Survey

Conducted by
Opinion Dynamics Corporation



for NOVA Chemicals

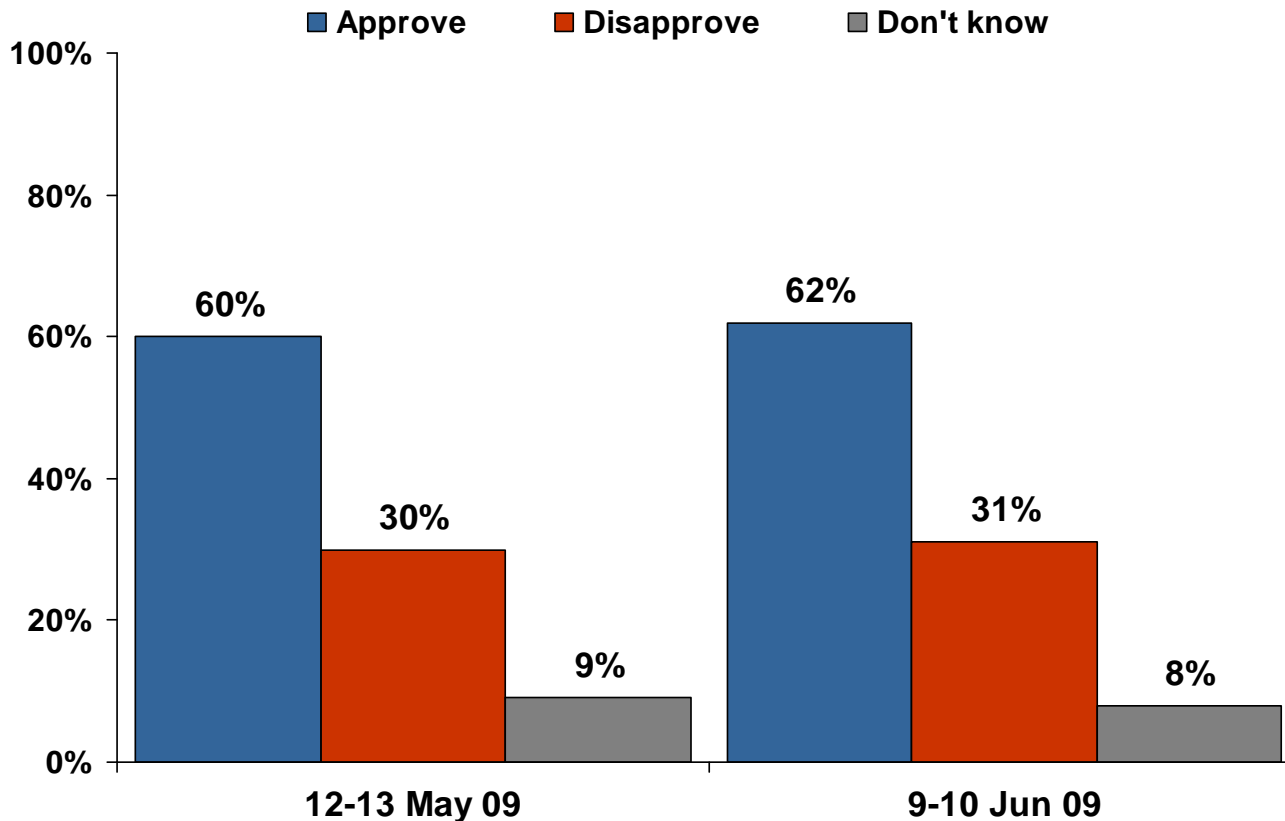
Introduction

NOVA Chemicals seeks to be an enlightened partner with customers and all other stakeholders on the issue of sustainability. NOVA Chemicals proactively requested this study in support of this goal. NOVA Chemicals hired Opinion Dynamics Corporation (ODC) and SUCCESS Communications for their unique qualifications and understanding of the process behind public policy acceptance and the industry. It is now time to begin the dialogue and share some key findings of this work.

The expressed desired outcomes were:

- Does this trend influence purchasing decisions?
- Are companies being forced to find sustainable products?
- Are brand-owners and consumers willing to pay more?

Do you approve or disapprove of the job Barack Obama is doing as president?

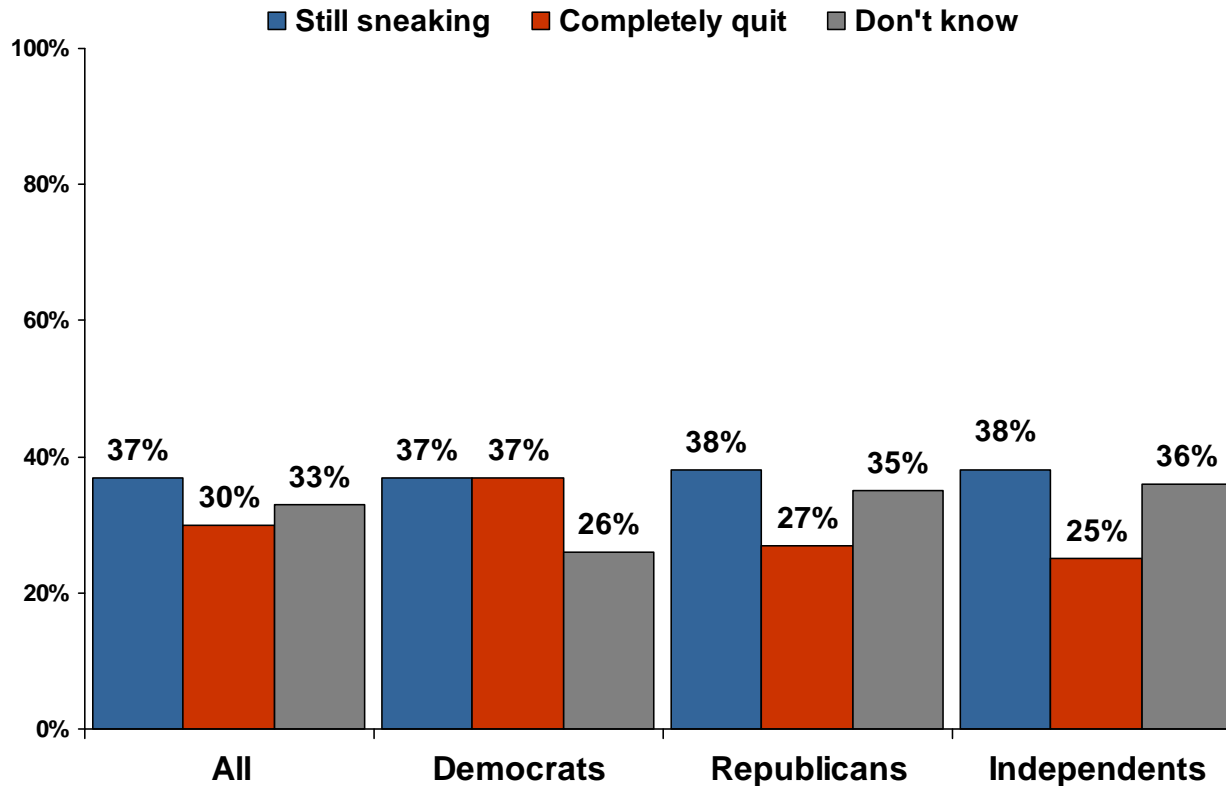


FOX NEWS POLL

OPINION DYNAMICS



Barack Obama says he quit smoking cigarettes.
Do you think Obama is still sneaking cigarettes at the White House
or do you think he has completely quit smoking?



Overview

- Respondents see a tension among cost, performance and sustainability considerations—they are looking for a balance;
- Environmental commitment is still strong—even in difficult economic period;
- As with the public, there are unformed Opinion Leader Attitudes on definitions of *green* and *sustainability*.
- Word of mouth is the leading source of information about packaging issues.

Most Important Packaging Challenges Facing Company

Cost/Economic issues	48%
Package performance/Damage reduction	29
Recycling/Sustainability	29
Environmental issues	21
Customer relations	17
Global sourcing	5
Size of packaging	5
Losing work to China	5
Supply issues	5
Energy issues	2
International reporting requirements	2
Regulatory compliance	2
Packing materials	2

Sampling of Responses (Verbatim)

Costs at this point because of rising costs and the cost of raw materials. Also drops in sales and our customers at the big box stores are looking to get products at a lower cost. So we are always challenged to keep costs down.

I think the most important issue is the balance between cost, environmental issues, and packaging performance.

Define Sustainability as it Relates to Packaging

Sampling of Responses (Verbatim)

Reduction in packaging material	29%
Environmentally friendly	29
Recyclable	26
Renewable content	17
Reusable	17
Cost reduction/Good price	14
Use less waste in creation	10
Recycled content	10
Small carbon footprint	7
Energy reduction	5
Package performance/Damage control	5
Continual improvement	5
Package's impact on supply chain	2
Look of the package	2
Best material	2
Not oil-based products/plastics	2
(Other)	2
(Don't know/refused)	2

I am so familiar with some of the classic definitions of sustainability that it's hard to filter it into my own words.

To me sustainability is the utilization of packaging material and packaging design that utilize the least amount of raw material acquisition and the greatest amount of recycled or reused content.

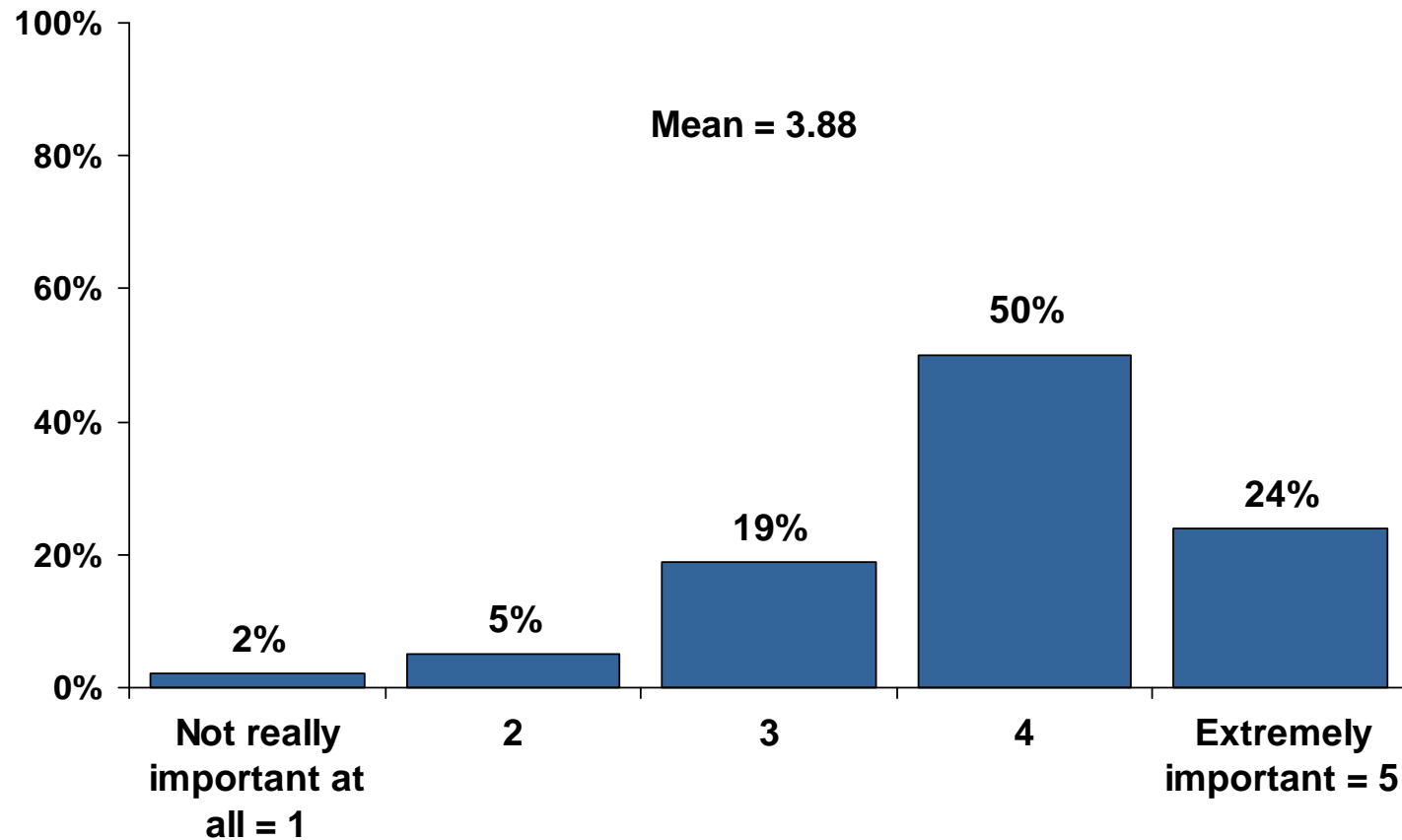
The use of less materials in packaging and reducing the size of the overall packaging.

Using materials that are less intrusive to the environment.

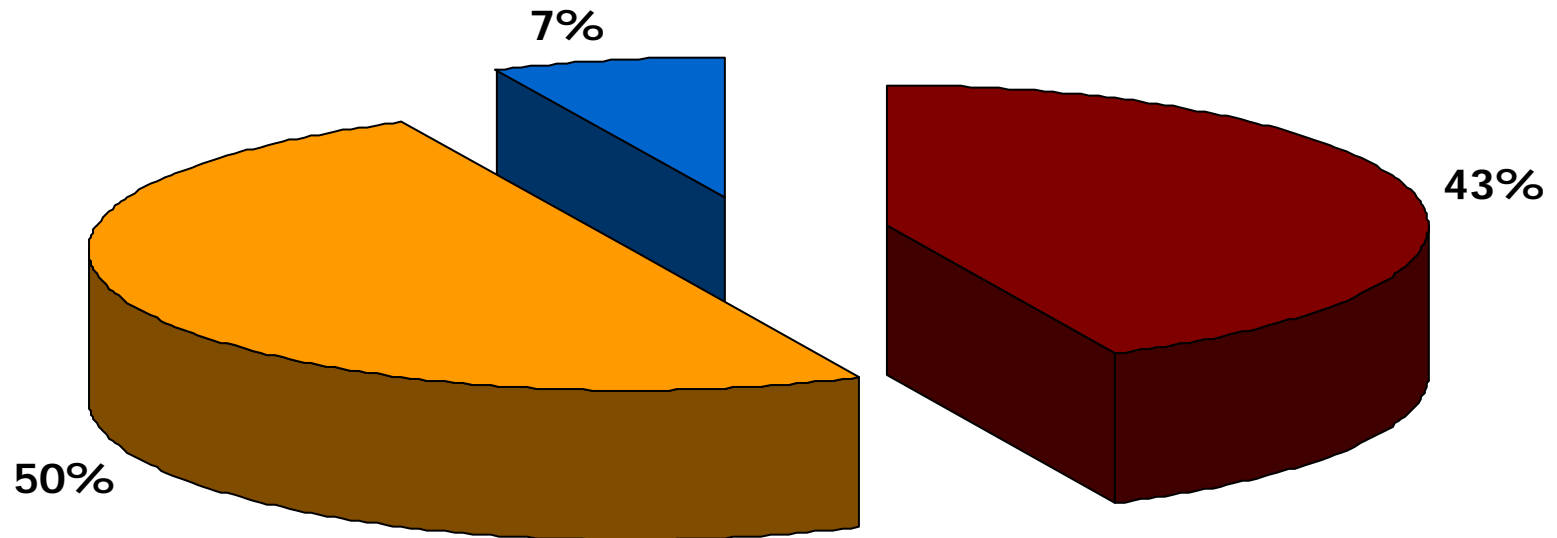
Sustainability would raise the question is the material you are using good for the environment. If you are using hard plastics is it recyclable, do you have some type of process to recycle it. And it has to be fairly invincible from a cost perspective.

I would say it is packaging constructed mostly or wholly of materials that can either be reused or recycled. And also those materials can be recycled with the least environmental damage. If you can recycle something but it takes very harmful chemicals to break it down to me that is not sustainable. It's just changing where the harm goes.

Importance of Sustainable Packaging to Company



Sustainability and Green: The Same, or Different?



- Sustainability and Green the same
- Sustainability and Green are different
- Depends

(If sustainability and green are different, n=21)
Specifically, how do they differ?

Green means:

Marketing term	24%
Better than sustainable/encompasses it	19
Environmentally friendly	14
Design process/practice	14
Biodegradable	10
Minimum carbon footprint	10

Sustainable means:

Scientific/technical term	24
Renewable resources used	14
Recyclable	14
Materials used	10
Longevity	5
Better than green/encompasses it	5
Refers to life cycle	5

They are the same	5
(Other)	10

Technological and Design Expectations of Suppliers

Want high performance	33%
Green/Environmentally friendly	29
Keep costs down	29
More compact/lightweight	24
Biodegradable	21
Renewable/Recyclable	19
Source reduction	17
Sustainable	12
Customizable	10
Consulting/Customer service	7
Organic	2
(Other)	2
(Don't know)	5

Key Information Sources on Packaging Issues

Word of mouth	36%
Packaging Digest	31
Internet	24
IOPP	17
Trade shows	12
Trade publication	12
Magazines	10
Packaging World	10
Packaging Design	7
Packaging magazine	5
WWF	2
Plastic News	2
SPC	2
PMI	2
Sierra Club	2

Implications For Your Organization

- **There is no real consensus on *green issues* in the packaging industry**
- Do customer research to understand what is important in the green debate among your key audiences;
- Take the initiative to proactively define *sustainability* for your company—there's an opportunity to shape how customers view your commitment.

For more information on NOVA
Chemicals visit:

www.novachemicals.com

For more information on research visit:

www.opiniondynamics.com