

# FOCUS! NEWSLETTER

Performance & Sustainability

A newsletter focusing on the performance and sustainability of NOVA Chemicals' products

December 2011

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## In This Issue

- [HP Takes Silver in Greenest U.S. Companies Ranking by Newsweek](#)
- [Results Being Compiled for Packaging Leaders Survey 2.0 By Opinion Dynamics Corp.](#)
- [Spotlight: New SIRC Web Site Details Styrene Products, Benefits](#)
- [EPS vs. Pulp: Comparing Life Cycles](#)
- [Making The Case For Waste-To-Energy](#)

## HP Takes Silver in Greenest U.S. Companies Ranking by Newsweek



### Top Environmental Performers Use Cube Down for Achieving Sustainability Goals

Congratulations are in order for Hewlett-Packard and other firms topping Newsweek's influential Green Rankings of companies that lead in environmental performance.

For the past decade the magazine has compiled two lists highlighting the top 500 U.S. companies and 500 international firms. Researchers assess their environmental footprint, including greenhouse gas emissions and water use, policies management, and disclosure. HP was ranked second on the U.S. list and 15th internationally, placing just below IBM.

[Click here for the listing of US companies](#)

FOCUS! readers probably won't be surprised by the high rankings of firms like HP, Best Buy and Wal-Mart. In recent editions we've highlighted these companies' initiatives in cube-down and cube optimization. We've also noted the participation in the voluntary U.S. EPA's SmartWay Transport program by HP and others including Best Buy (19th in U.S. Green Rankings) and Wal-Mart (Wal-Mart de Mexico was 14th worldwide). [Click here to review our recent article on the SmartWay program](#) and also how these leading companies' initiatives for improved cube utilization for packaging systems resulted in reductions to their environmental footprints.

### Dig Deeper! Learn more about cube-down.

ARCEL<sup>®</sup> resin continues to gain as a cube-down solution for many brands and molders.

Steve Abeyta, ARCEL Global Business Director at NOVA Chemicals, says, "Our cube-reduction research indicates that ARCEL resin can reduce truckload shipments by 50 percent or more versus traditional foam-cutting fuel consumption and emissions in half."

In one recent case study, working with ARCEL<sup>®</sup> resin, a manufacturer wanted to reduce the packaging size for one high-volume printer while meeting its sustainability criteria and decreasing the overall cost of the packaging solution. [Click here](#) for more about this case study and other highlights about cube-down featured in a previous FOCUS! article.

What leading companies do you follow for impacts on packaging by transport related and environmentally-savvy initiatives? Please let us know by writing to [sustainableolutions@novachem.com](mailto:sustainableolutions@novachem.com).



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## We'd Like to Hear from You



Do you have questions, or a packaging reduction story using one of our resins? Let us know! We also welcome any feedback or suggestions surrounding our newsletter and its content.

Please write to:  
[sustainableolutions@novachem.com](mailto:sustainableolutions@novachem.com).

## Results Being Compiled for Packaging Leaders Survey 2.0 By Opinion Dynamics Corp.



### The Best Ideas Begin With a Conversation

A new survey of packaging leaders' insights on sustainability and emerging industry issues is being compiled by Opinion

Dynamics Corporation, an independent national public opinion firm.

NOVA Chemicals' Performance Styrenics business is sponsoring the survey, which revisits some key findings from [prior research in 2008-09](#). The objective is to see how opinions about sustainability may have changed and their effects on emerging issues facing the plastics/packaging industries. Your responses will be kept completely confidential and will only be analyzed in aggregate form.

Shelly Martel, Global Business Director, UPES<sup>®</sup> resin at NOVA Chemicals, says "NOVA was interested in continuing the conversation on what major packaging brand owners really think about sustainability from a cross section of packaging leaders." The new report is expected to build on the successful findings presented at the NOVA Chemicals seminar at NPE 2009: The International Plastics Showcase.

Look for interesting reports in future FOCUS! newsletters about the new key findings and analysis by ODC principal Ernest Paicopolos in 2011 and 2012!

## Spotlight: New SIRC Web Site Details Styrene Products, Benefits



### One-Stop Source On "The Styrene You Know"

The Styrene Information and Research Center's new web site, [www.YouKnowStyrene.org](http://www.YouKnowStyrene.org), serves as a reliable, one-stop source of information on styrene and styrene-based products for consumers, educators, the media, industry employees and communities.

It offers a reader-friendly format with several new sections. Those include "The Styrene You Know," featuring uses, benefits and properties; health and safety aspects; "Green Styrene," which describes styrene-based products that are essential to renewable energy, safety and recreation, and addresses recycling and other sustainability aspects; and styrene's impact on jobs and the economy.

Do you have a useful web site you want us to know about for a FOCUS! Spotlight? Please let us know by writing to [SustainableSolutions@novachem.com](mailto:SustainableSolutions@novachem.com)



## EPS vs. Pulp: Comparing Life Cycles

Readers asked FOCUS! for more specifics on the life cycles of EPS vs. pulp. From our point of view, the best source of information on that question is the [Alliance of Foam Packaging Recyclers](#), which details recycling options on its website, including a look at what Wal-Mart is doing with its closed-loop EPS recycling.



In one study, when compared to EPS, molded pulp consumes between 70 to 115 percent more energy, results in 9 to 31 percent more air pollution and emits between 323 and 348 percent more greenhouse gas.

[Click here for more from AFPR.](#)



## Making The Case For Waste-To-Energy

### Canadian Plastics' Wilkinson: Recycled Plastics A Vast Untapped Resource

Could non-recycled plastics provide a cost-effective alternative to conventional energy?

We thought FOCUS! readers would be interested in a recent interview with Greg Wilkinson, interim CEO of the Canadian Plastics Industry Association and an adviser to the American Chemistry Council. He discusses a new Columbia University study that found non-recycled plastics in the United States could provide enough energy to fuel 6 million cars annually and enough electricity to power 5.2 million households. Wilkinson addresses some of the environmental and economic concerns with waste-to-fuel practice.

Wilkinson suggests North Americans can change our fundamental mindset about these materials. "We think of them as waste. We think of them as something that we need to get rid of or hide or bury. And in other locations they think of them quite differently. So, Europe for example, there are 400 energy recovery plants. There are only 86 in the U.S. Scandinavia has as many energy recovery plants as the U.S. does," he said during an interview with E&ETV.

[Click here to view the broadcast or read the transcript](#) which is also available in the [Energy Recovery section on the ACC's website](#).

As many FOCUS! readers will know, adopting waste-to-energy practices has been embraced by NOVA Chemicals for more than a decade, which has focused on cogeneration in its GHG management strategy. The company continues to realize significant efficiencies by using cogeneration to generate steam for its manufacturing processes as well as electrical energy. [A clean energy landfill gas program has flourished at its Painesville, Ohio location](#), which manufactures 85 million pounds of expandable polystyrene (EPS) resins annually for use in the construction and packaging industries.

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