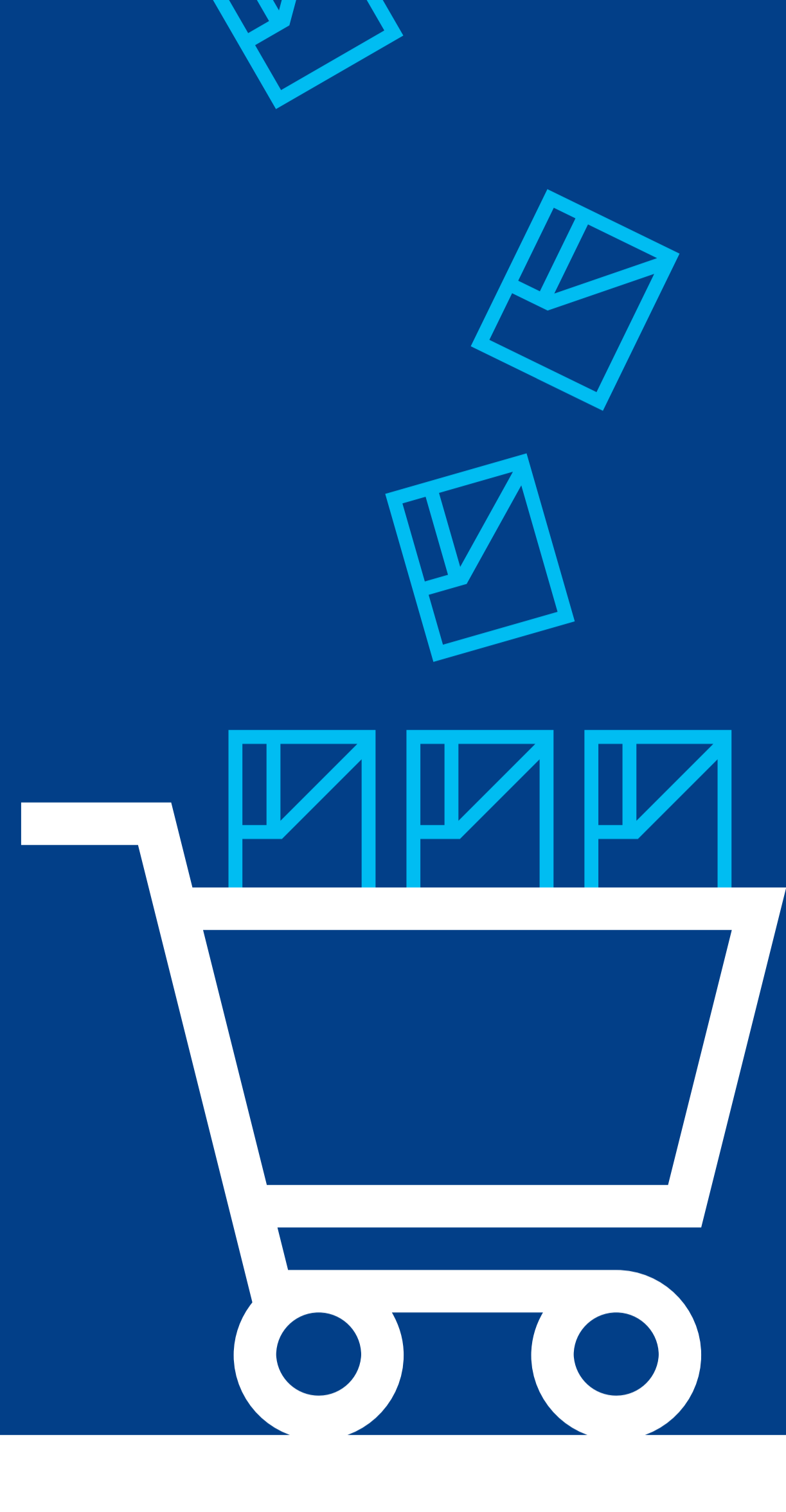


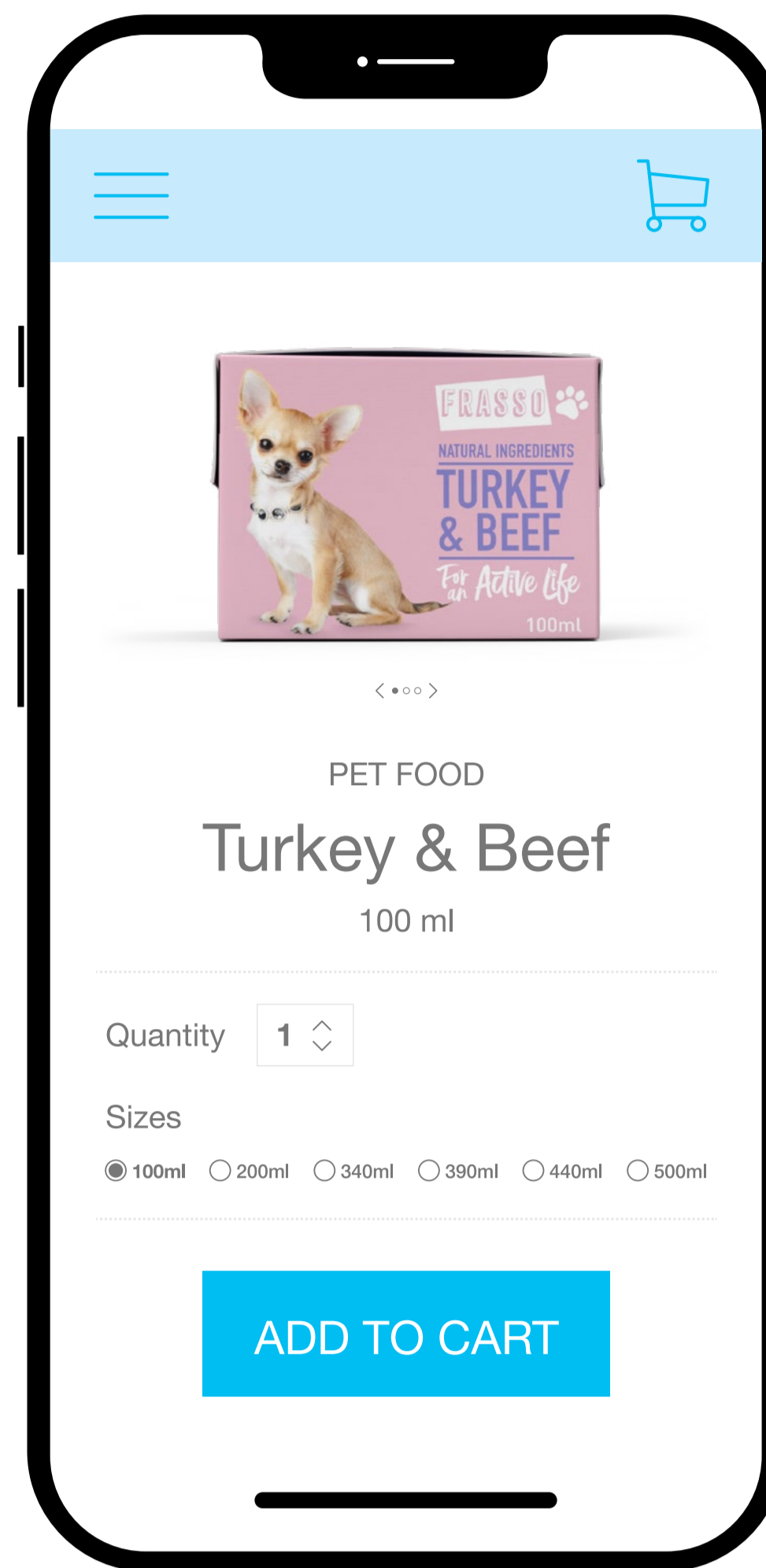
Why Tetra Recart® is the best format for pet food online



As ecommerce continues to boom, pet owners are adding wet pet food to their carts more than ever before. The convenience of at-home delivery is only part of the story. Here's what makes pet food packaged in Tetra Recart® the smarter choice for producers, retailers and consumers.

Better on the digital shelf

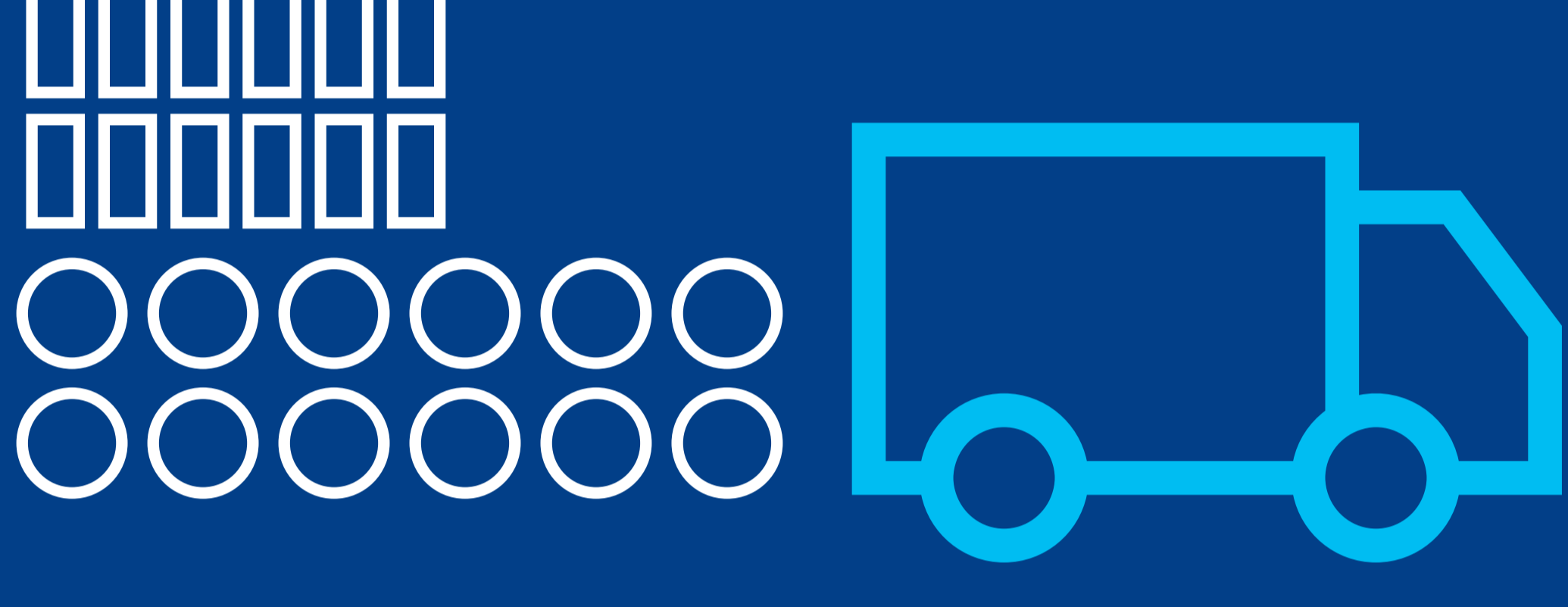
Winning the digital shelf is all about making the consumer's life easier, and this is where Tetra Recart really stands out. The rectangular shape is screen-friendly and instantly recognizable. The packaging design puts key information front and center on product images, which helps consumers quickly scan and identify what they're looking for. And with a variety of package options — including 100, 200, 340, 390, 440 and 500ml — consumers are guaranteed to find the size that works best for their pet and their lifestyle.



Better on the road

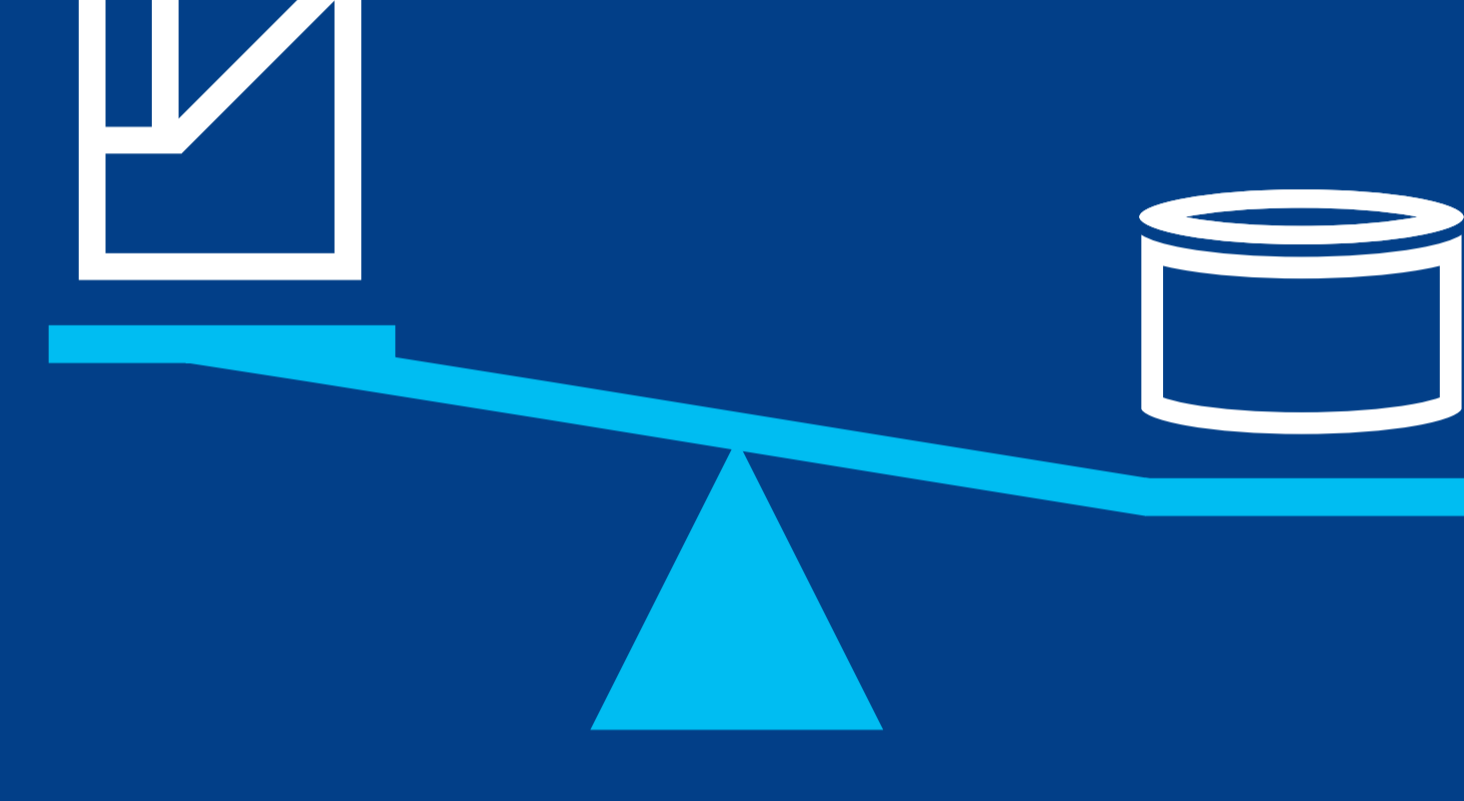
The transportation equation has **3 key segments** from packaging material manufacturer to producer, from producer to distributor, and from distributor to consumer.

Tetra Recart is the clear winner across the board.



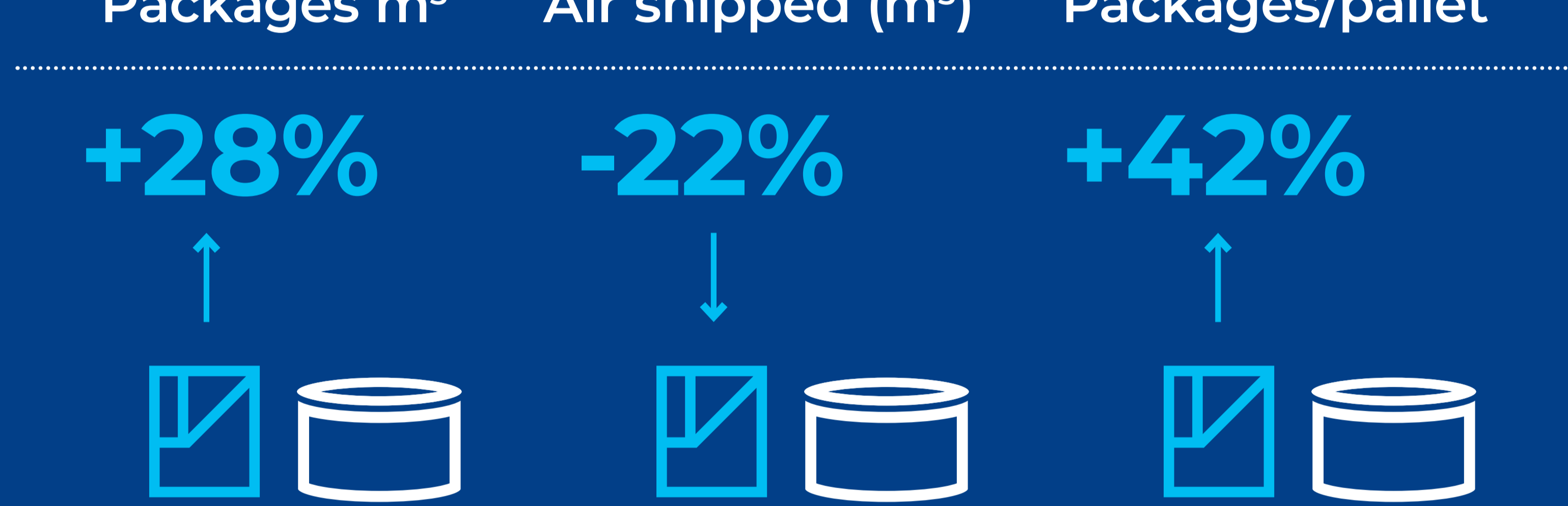
30–50% more Tetra Recart® 100 Mini packages fit on a single truck compared to pouches and cans...

Source: Tetra Pak CI & FACTS



... and Tetra Recart weighs less, too — 23% lighter than cans and 14% lighter than pouches. Efficient logistics translates directly to savings for both producers and consumers.

Tetra Recart vs metal cans - savings in transport



Better environmental standards

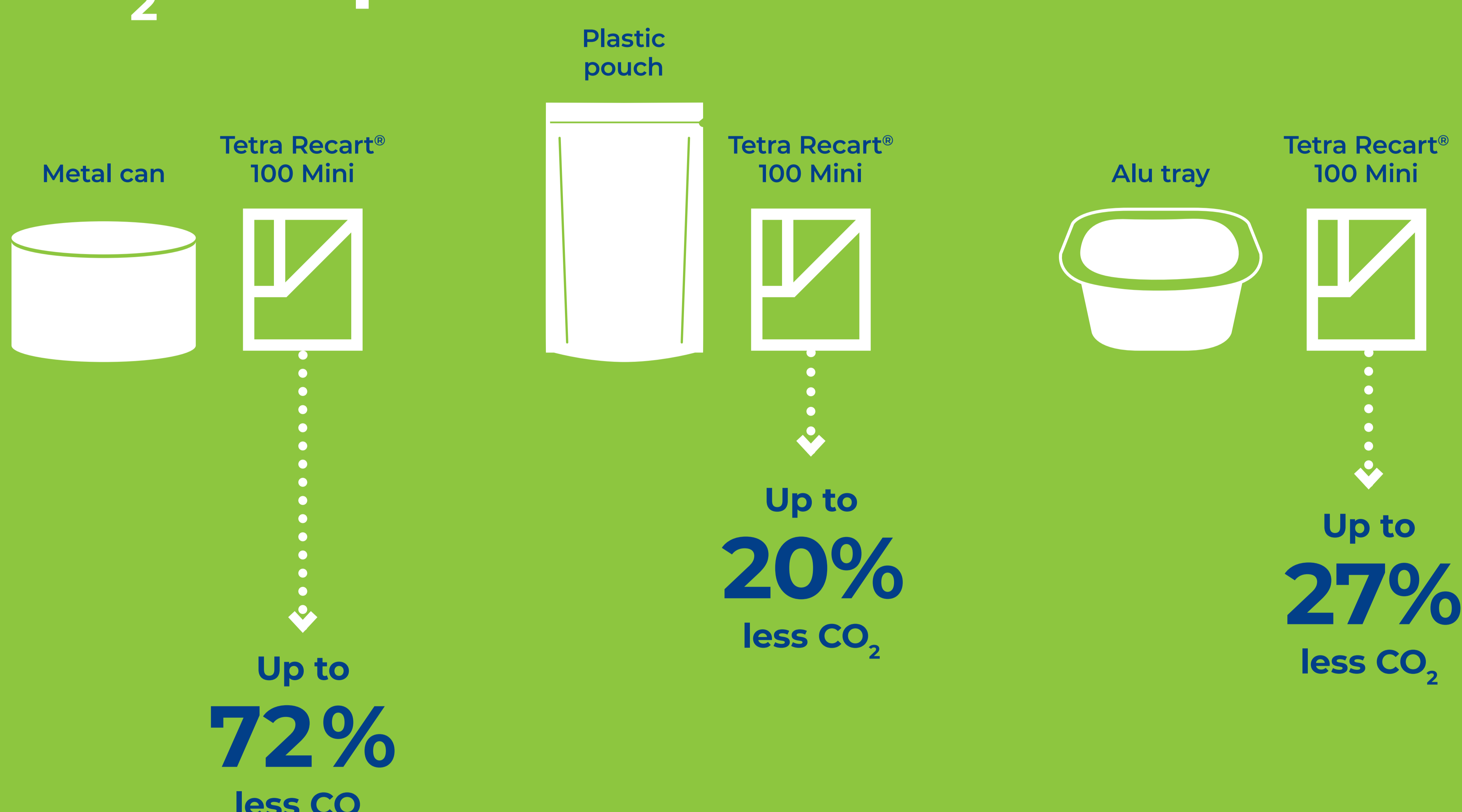
It's easy to see what makes Tetra Recart a great packaging solution. Consisting of renewable raw materials and featuring an up to 72% lower CO₂ footprint than cans, Tetra Recart is certified by the Forest Stewardship Council (FSC) for complying with the highest environmental standards on the market. It also meets Amazon's "Compact by Design" standards for efficient, environmentally responsible packaging.



Low carbon, paper-based and renewable



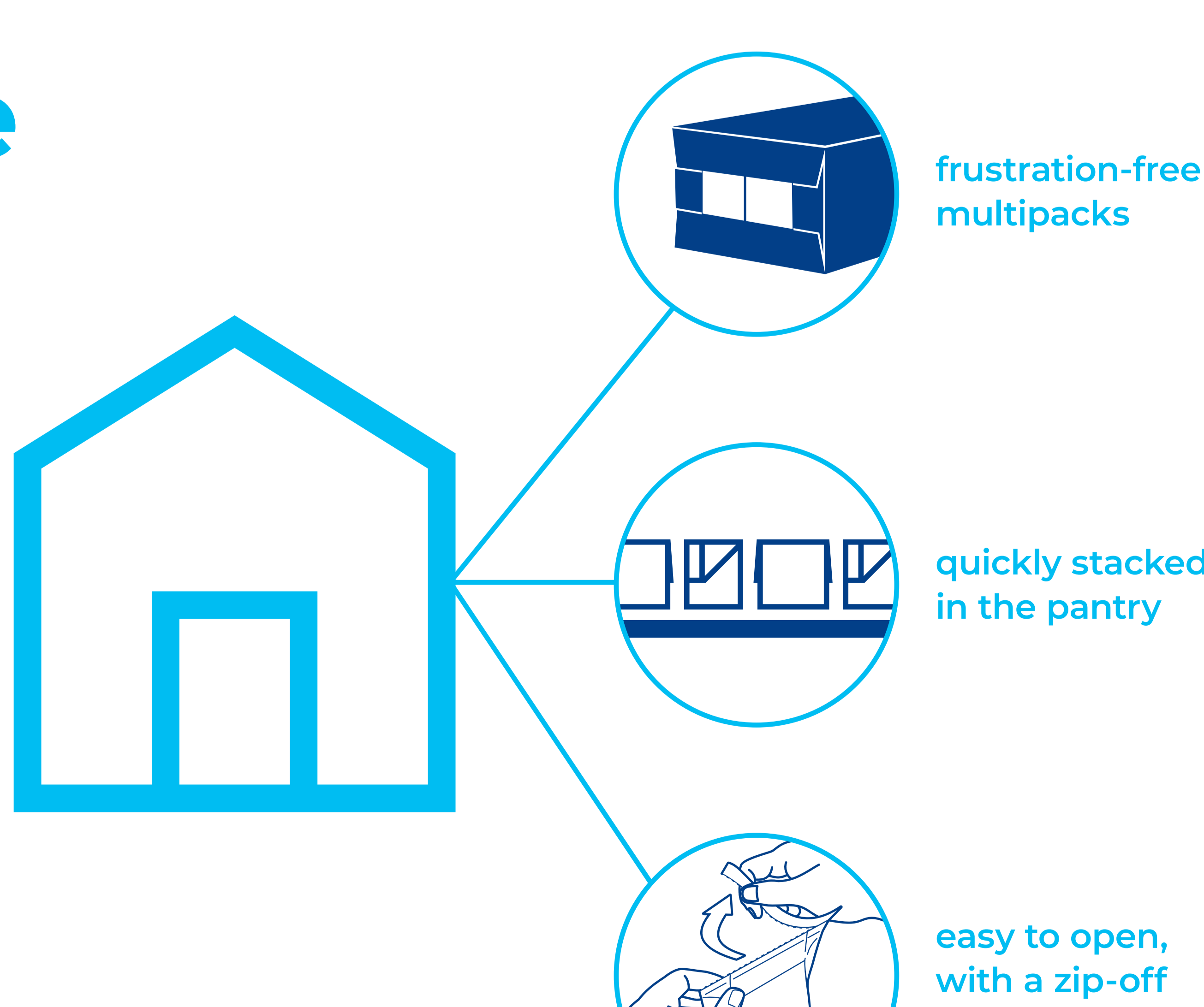
CO₂ footprint



Source: LCA study by Ifeu 2021

Better at home

Right-sized and convenient to store, use and dispose, Tetra Recart is designed to meet the needs of consumers. Shipped in frustration-free multipacks, Tetra Recart pet food packages can be quickly unwrapped and stacked in the pantry at home. They're easy to open, with a zip-off enclosure that requires no tools. They can be partially resealed, simply by folding the top down. And when they're empty, Tetra Recart packages can be flattened for hassle-free recycling.



It's easy to see what makes Tetra Recart the all-around best choice for pet food packaging. Ready to learn more about adding Tetra Recart to your portfolio?

Contact us today