

**Napa Green Packaging & Purchasing Webinar
Additional Q&A**

- 1. We've heard some wineries are using silver padded sealed mylar pouches to enclose a liquid cool pack with pulp trays - this would require a different box dimension to accommodate this - not sure the mylar pouch is sustainable and also not sure pouring the liquid freezant down a drain is safe - any comments?**

Gus Singas – Golden West Packaging: There are several gel pack suppliers that have drain safe solutions. During the webinar, I had mentioned Pelton Shepherd Industries and their Enviro Ice product. As it turns out, it can also be diluted and used as plant food. We have not finalized our gel pack supplier for the Vericool, but one big advantage with Pelton Shephard is that they have a local manufacturing facility in Stockton, CA. Gel packs will be offered along with the Vericool line, but will be sold separately.

- 2. We generate a tremendous amount of cardboard waste/recycling when transferring bottled wine to shippers to send to customers. Are there alternative approaches?**

Anna Brittain – Napa Green: Most of the wineries we work w/reuse the boxes the glass comes in.

- 3. Regarding WineShield - Are all inserts and exterior made of recycled cardboard and what % recycled? What is the percentage of PCW recycled content?**

Gus Singas – Golden West Packaging: We use recycled liners and mediums for all of our standard WineShield corrugated components. The recycled percentage varies by grade, but it's typically around 70%. We have 100% recycled liners available, but the higher the recycled content, the shorter the paper fibers, which can impact structural integrity. On average, the paper mills we utilize use more than 60% PCW in their recycled liners.

- 4. Gus, do you see any issues with the foils on this package?**

Gus Singas – Golden West Packaging: Regarding the Vericool line, they have a plastic and paper-based liner for their insulation pads. I have only seen their plastic version in initial samples (primarily to show what they looked like on the

inside); the paper-based liners will be used for distribution and can be recycled. The paper also looks better and is compostable.

5. Other than customizability and flat storage, why is WineShield better than pulp shipping for direct shipments? How do pricing and labor costs (to assemble) compare?

Gus Singas – Golden West Packaging:

- The WineShield inserts are much sturdier than pulp, especially with multi-layer pulp solutions, which sometimes collapse during shipping.
- In general, the laydown options (WineShield or pulp) are more labor intensive to pack (especially for a 12-pack), due to the additional components that are required. The standup versions support more of an “assembly line” process, which reduces packing time.
- The WineShield components are more expensive than conventional pulp, but also provide a higher quality unboxing experience, especially with the use of custom pads. In relatively low volumes of 600 sets, the 3-pack is \$2.24 (box, insert and pad), with the 12-pack (box & 4 inserts) sells for \$7.45.

From a webinar participant: WineShield is a beautiful branded consumer experience (previously used at Lancaster Estate, our GM worked with Glenn on the initial design). Anna asked what the drawbacks are. Often when using a fulfillment house for direct shipping they supply the pulp and outer shippers so it can be an additional expense and requires negotiation with them for storage, etc.

6. In your studies how long does the package stay cool for the Vericool?

Gus Singas – Golden West Packaging:

- The Vericool wine solution uses their VC Plus closed cell technology. With the use of conventional ice packs, the internal contents remained under 55 degrees after 48 hours, and under 65 degrees after 72 hours.
- Performance will vary depending on the number of ice packs used, as well as the temperature of the contents when they are initially packed.
- The longer duration time will allow for lower freight rates, which makes this solution very cost-effective.

7. Can you include a price list and dimensions of the WineShield boxes please?

Gus Singas – Golden West Packaging:

- We will be happy to email our stock price list to any member. We ask that you send us an email request so we can properly reply, since we often receive requests for samples at the same time. We will supply samples free of charge for up to two items.
- Regarding box dimensions for our popular sizes, they are as follows:
 - 2-pk: 14.25 x 10.00 x 5.00
 - 3-pk: 14.25 x 13.75 x 4.875
 - 4-pk: 14.25 x 10.00 x 9.75
 - 6-pk: 14.25 x 13.6875 x 9.75
 - 12-pk: 14.25 x 13.75 x 18.625

8. Our understanding is that used cardboard is piling up in this country without any recycling due to the other countries, like China, not purchasing. Are there initiatives for more domestic cardboard recycling?

Naama Brenner Abramovitch, Napa County Recycling & Waste Services: It is true that China has stopped purchasing cardboard (and all other recyclables), but there is demand from other international and domestic markets. Recycled cardboard in particular is in high demand due to increased online shopping. Napa Recycling, and other recyclers, still send cardboard to be recycled. Additional domestic cardboard recycling capacity is coming online, and we support investment in developing additional domestic recycling infrastructure for cardboard and other recyclables.

Gus Singas – Golden West Packaging: Fortunately, more recycled mill capacity has been coming online in the US to consume this material, which will make exports less important. Added capacity in 2020 was 1.2 million tons, and an additional 1.9 million tons of recycled mill capacity will be added in 2021. Much of this capacity will be situated in the Pacific Northwest, which would help California, if we were able to increase the amount of corrugated recycling in our state, which is not keeping up with increased demand for corrugated boxes.

9. Do any alternatives for stretch film exist at this time?

- **Andrew Fishman – Fishman Supply:** We haven't yet found good, cost-effective alternatives. We do stretch wrap analysis for our customers and focus on down-gauging – ensuring integrity and safety while minimizing the amount

of plastic used. It is important that any alternative be compostable and not simply biodegradable, which simply breaks plastic down into millions of smaller pieces and creates its own problems.

- **Gus Singas – Golden West Packaging:** We are finalizing a master distribution agreement for a compostable stretch film. We will have samples of the product available by the end of March.