



Sealed Air Reinvents Its Iconic BUBBLE WRAP® Brand Packaging Material Using Recycled Content

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CHARLOTTE, N.C.--(BUSINESS WIRE)--Jan. 21, 2020-- Sealed Air Corporation (NYSE: SEE), the original inventor of BUBBLE WRAP®, has launched a new version of BUBBLE WRAP® brand packaging material that is made with at least 90 percent recycled content.

Known worldwide for its superior product protection, Sealed Air has manufactured BUBBLE WRAP® brand packaging for more than 60 years. The company's proprietary technology revolutionized the small parcel shipping industry and today allows for the safe delivery of billions of items worldwide each year.

The recycled content used to make the newest version of BUBBLE WRAP® brand packaging is sourced from post-industrial materials that would otherwise end up in landfills. Aligned with its sustainability pledge, Sealed Air's future product developments will also incorporate post-consumer recycled content.

"We're proud to now offer a reinvented BUBBLE WRAP® brand packaging product that can be recycled at store drop-off locations, fostering a circular economy, and delivering on our sustainability pledge to eliminate plastic waste," said Ted Doheny, President and CEO of Sealed Air. "We are in business to protect, solve critical packaging challenges, and leave the world better than we found it. To fulfill this purpose, we are reinventing and accelerating our innovation strategy and delivering more sustainable packaging solutions."

The Same, But Different

[Recycled-content BUBBLE WRAP® brand packaging material](#) offers the same level of protection and air retention as the original invention yet enables a circular plastics economy, reduces carbon footprint by 30 percent, and serves as a resource-efficient packaging solution. Currently, consumers can purchase the material from [Amazon](#). Industrial orders can be placed with Sealed Air by authorized distributors in select U.S. regions.

Both versions of BUBBLE WRAP® brand packaging, recycled-content and original, have been approved by the [Sustainable Packaging Coalition](#) to carry the [How2Recycle label](#) for recycling at [store drop-off](#) locations alongside other flexible plastics such as shopping bags, bread bags, and dry-cleaning bags. More than 18,000 retail locations across the U.S. and Canada provide bins for customers. From these bins, materials are recovered and reused in other products including composite lumber, pallets, containers and packaging material.

Committed to Sustainability

BUBBLE WRAP® brand packaging made from recycled content is part of Sealed Air's larger commitment to sustainability. Last year, the company announced a [sustainability and plastics pledge](#) to design and advance packaging solutions to be 100 percent recyclable by 2025. Sealed Air will accomplish this by using 50 percent average recycled content across all packaging solutions, of which 60 percent is post-consumer recycled content.

Sealed Air recently published its [Annual Sustainability Report](#), a comprehensive review of the company's commitments, industry leadership, innovative solutions, and global strategic partnerships. The report highlights Sealed Air's progress toward a set of 2020 goals including operational reductions in greenhouse gas emissions, energy and water intensity, and diverting waste from landfills. The goals also focus on helping customers solve critical challenges through the use of sustainable materials and solutions. Most of the company's 2020 goals were met or exceeded two years ahead of schedule.

About Sealed Air

Sealed Air is in business to protect, to solve critical packaging challenges, and to leave our world better than we found it. Our portfolio of leading packaging solutions includes CRYOVAC® brand food packaging, SEALED AIR® brand protective packaging, and BUBBLE WRAP® brand packaging, which collectively enable a safer, more efficient food supply chain and protect valuable goods shipped around the world. Sealed Air generated \$4.7 billion in sales in 2018 and has approximately 15,500 employees who serve customers in 123 countries.

Website Information

We routinely post important information for investors on our website, [sealedair.com](#), in the Investors section. We use this website as a means of disclosing material, non-public information and for complying with our disclosure obligations under Regulation FD. Accordingly, investors should monitor the Investors section of our website, in addition to following our press releases, SEC filings, public conference calls, presentations and webcasts. The information contained on, or that may be accessed through, our website is not incorporated by reference into, and is not a part of, this document.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 concerning our business, consolidated financial condition and results of operations. Forward-looking statements are subject to risks and uncertainties, many of which are outside our control, which could cause actual results to differ materially from these statements. Therefore, you should not rely on any of these forward-looking statements. Forward-looking statements can be identified by such words as "anticipate," "believe," "plan," "assume," "could," "should," "estimate," "expect," "intend," "potential," "seek," "predict," "may," "will" and similar references to future periods. All statements other than statements of historical facts included in this press release regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements. Examples of forward-looking statements include, among others, statements we make

regarding expected future operating results, expectations regarding the results of restructuring and other programs, anticipated levels of capital expenditures and expectations of the effect on our financial condition of claims, litigation, environmental costs, contingent liabilities and governmental and regulatory investigations and proceedings. The following are important factors that we believe could cause actual results to differ materially from those in our forward-looking statements: global economic and political conditions, currency translation and devaluation effects, changes in raw material pricing and availability, competitive conditions, the success of new product offerings, consumer preferences, the effects of animal and food-related health issues, pandemics, changes in energy costs, environmental matters, the success of our restructuring activities, the success of our financial growth, profitability, cash generation and manufacturing strategies and our cost reduction and productivity efforts, changes in our credit ratings, the tax benefit associated with the Settlement agreement (as defined in our most recent Annual Report on Form 10-K), regulatory actions and legal matters, and the other information referenced in the "Risk Factors" section appearing in our most recent Annual Report on Form 10-K, as filed with the Securities and Exchange Commission, and as revised and updated by our Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Any forward-looking statement made by us is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

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