

HOW A CIRCULAR APPROACH TO PACKAGING LOWERS OUR CARBON FOOTPRINT

Circularity is an approach that aims to create a closed-loop system where waste is minimised and material is recycled.

NEW PACKAGING DESIGN LOWERS OUR CARBON FOOTPRINT

A circular approach to our laryngeal mask packaging has enabled us to:

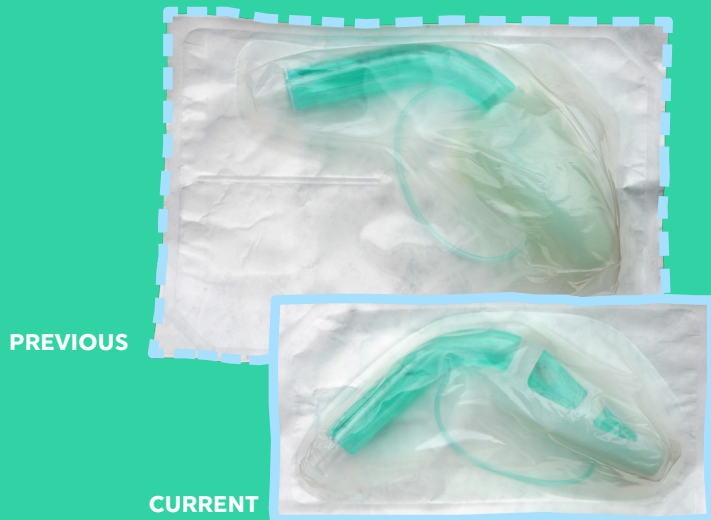
1. Redesign the packaging material with significantly less plastic
2. Make use of bioplastics in the raw material we use to produce the cuff protectors

[Learn about bioplastics on the other side >](#)

NEW DESIGN: OUR PACKAGING IS SHRINKING

MINIMAL WASTE; MAXIMUM PROTECTION.

The pouches and cuff protectors of Ambu laryngeal masks are designed to ensure that they are in prime condition when you are ready to use them. An equally important objective of our design, however, is to minimise waste.



33%
of the pouch material used in previous versions is now saved across sizes



16-47%
less plastic in AuraGain™ cuff protectors (depending on their size)

100% BIOPLASTIC MATERIAL IN MASK CUFF PROTECTORS

In order to lower our carbon footprint, the HDPE plastic used in our cuff protectors is now made of bioplastic raw material instead of conventional fossil-based HDPE plastic.

3 FACTS ABOUT BIOPLASTICS AND AMBU LARYNGEAL MASKS

1. The Aura laryngeal mask cuff protectors are made of 100% bioplastic material*.

While the quality and performance of the masks remain the same, the bioplastic material used in the cuff protectors have a lower carbon footprint than purely fossil-based plastics.

2. Introducing bioplastics reduces our use of fossil-based virgin plastic.

The bioplastic material used in our cuff protectors is sourced from second-generation bio-based feedstock, such as used cooking oil. This practice reduces our use of fossil-based virgin plastic - without competing with food and agriculture production.

3. Bioplastic has a significantly lower carbon footprint.

Bio-attributed HDPE plastic emits 65% less CO₂e compared to purely fossil-based HDPE plastic**.

* This 100% bioplastic material is certified under a mass balance approach

**Based on cradle to grave LCAs on the raw material from supplier. This does not translate to 65% savings for the carbon footprint of the finished good's full lifecycle. Savings on the raw materials are 6 g to 55 g CO₂e per finished good depending on mask size and type.

JOIN THE CIRCLE

Ambu aims to lead by example, adopting a circular approach in every aspect of our products' journey, not only for the benefit of healthcare professionals and patients, but also for our planet.



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Learn more about our
circular approach