



Carlson®

Simplifying Sustainability

Carlson Labs

Offsetting Its Plastic Footprint

Committed to both high-quality products and the environment, Carlson Labs is working to reduce its plastic footprint. In particular, the company has ambitious goals for protecting water sources on which its products—such as Omega 3 and Fish Oil—depend. To achieve those goals, Carlson Labs relies on PDI Sustainability Solutions.

Sustainability as a Service

Carlson Labs works with PDI Sustainability Solutions experts to:

- Measure and offset its plastic footprint
- Boost its competitive advantage and differentiation
- Invest in a custom portfolio of verified projects that collect or recycle plastic

Challenge

- Find a cost-effective solution to offset the company's plastic footprint
- Remove or recycle the same amount of plastic used in the company's products

Solution

- Leverage the PDI Sustainability as a Service solution, part of the PDI IMPACT COLLECTIVE program
- Provide comprehensive support, including plastic usage measurement, transparent reporting, and marketing of sustainability initiatives

Results

- An entire product line that is recyclable and has 100%-offset packaging
- More than 330,000 kilograms of plastic collected or recycled

16+ Million

Carlson Labs has achieved the equivalent of recycling 16,197,250* plastic bottles.

* Calculation based on 500 ml PET bottles, with an average weight of 20 grams each



Pioneering Plastic Waste Management

Founded in 1965 in Chicago, family-owned Carlson Nutritional Supplements (Carlson Labs) has grown to offer more than 200 vitamins, minerals, Omega-3s, and other nutritional supplements. As a pioneering company in terms of environmental stewardship, Carlson Labs began working with PDI Sustainability experts in 2021, joining the PDI IMPACT COLLECTIVE footprint offset program to:

- Modernize its corporate sustainability program
- Meet its ambitious sustainable packaging goals
- Accelerate the transition to a circular economy for plastics



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Simplifying Sustainability for CPG Brands

CPG brands that use plastic in their products or packaging often need help ensuring that their supply chain adheres to sustainable practices. Unfortunately, tracking and verification can be both complex and resource-intensive.

With the IMPACT COLLECTIVE program, PDI makes it easier for brands like Carlson Labs to address their plastic waste issues without the burden of creating their own sustainability department or making significant upfront investments.

The program invests in certified plastic collection and recycling projects to offset the plastic used in consumer packaged goods, including purchasing certified plastic credits to offset the company's plastic footprint. These activities are validated by third parties and certified by reputable standards as part of the program.

To support Carlson Labs' sustainability efforts, PDI provides a marketing toolkit to help promote their participation in the IMPACT COLLECTIVE. The Carlson Labs team concludes, "The IMPACT COLLECTIVE program enables us to take responsibility for the plastic issue, permitting us to scale up waste collection and recycling."

Learn more about PDI Sustainability Solutions.

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