

## Section II: Economics

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We selected olive oil packaged in glass bottles and PET bottles for the comparison for our second Allied Development-funded *EE<sup>S</sup> of Packaging* study. The PET bottle industry has been trying to take market share from glass bottles in the olive oil business for many years. It is a large market and a classic packaging battle. Figure 1 pictures the two bottles with the PET bottle on the left and the glass bottle on the right.

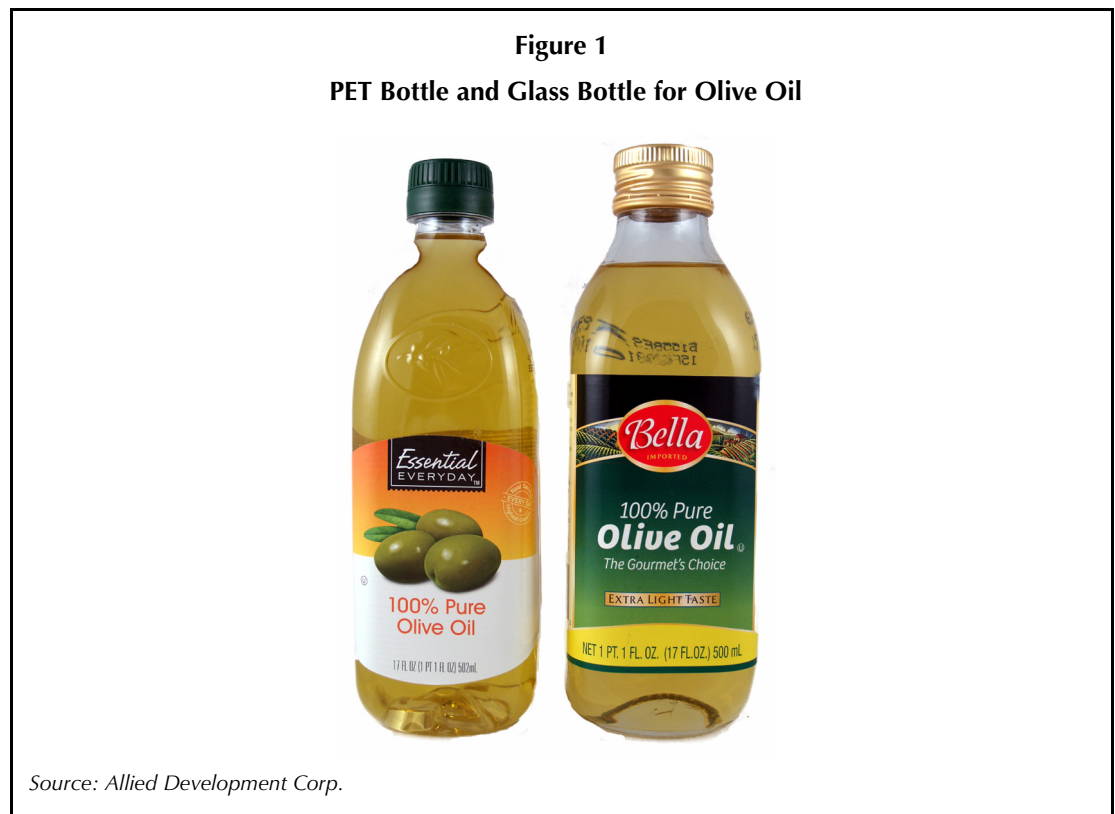
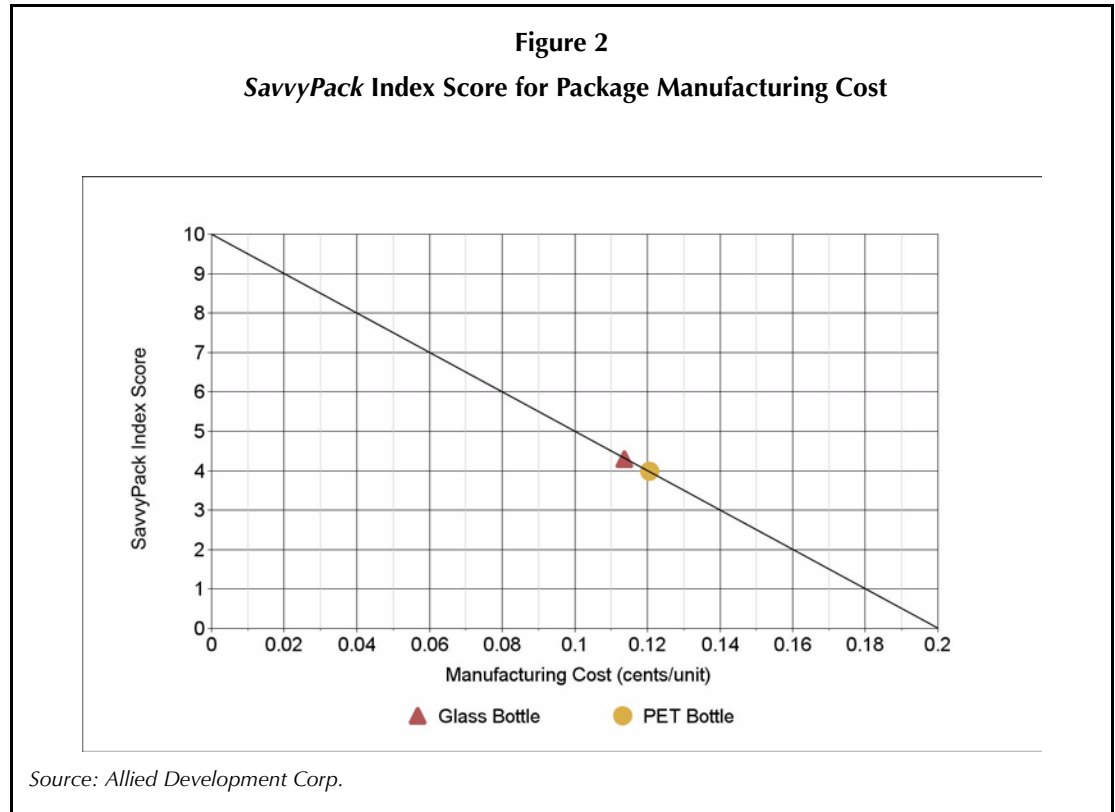


Figure 2 illustrates the inverse relationship between package manufacturing cost and the SavvyPack Index score for package manufacturing cost.



## 2. Directly proportional

A metric that is more favorable as its value increases is directly proportional to the SavvyPack Index score. For example, higher post-user recycle rate is favorable; thus, the SavvyPack Index score goes up as the post-user recycle rate goes up.

The calculation of the SavvyPack Index score for the glass bottle post-user recycling rate is to divide the glass bottle metric value of 33% by the maximum range of 100% and multiply times 10, which yields 3.3.