



2025 American Packaging Summit

# Leading the Change in Sustainable Packaging

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**DELL**Technologies

# Overview of Dell Technologies

S

Dell is a global leader in technology solutions.

FY25 revenue of \$95.6B

Founded in 1984 by Michael Dell in his dorm room at the University of Texas.

Leading end-to-end solutions portfolio across Client, Peripherals, Server, and Storage, and AI applications

Industry leading Supply Chain that runs at global scale, yet nimble and agile with built in resilience

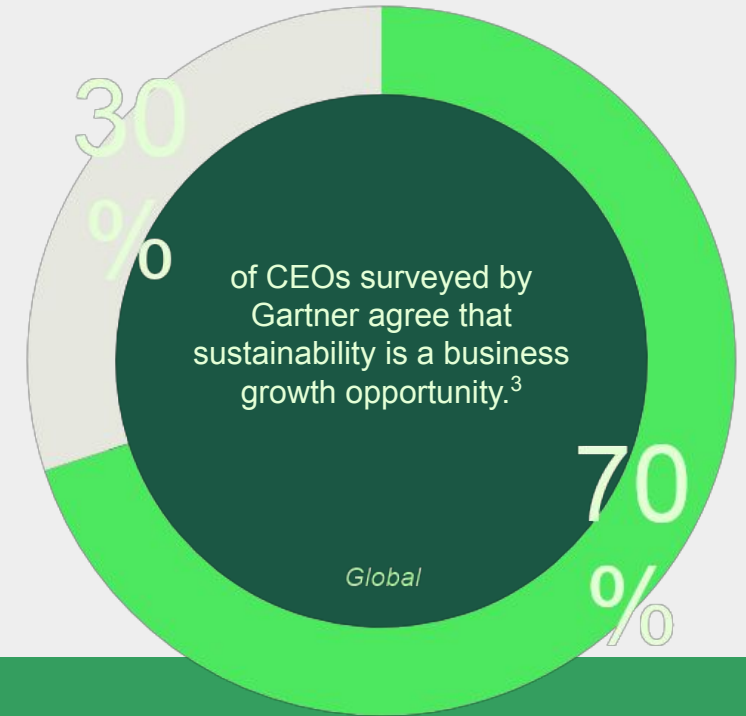
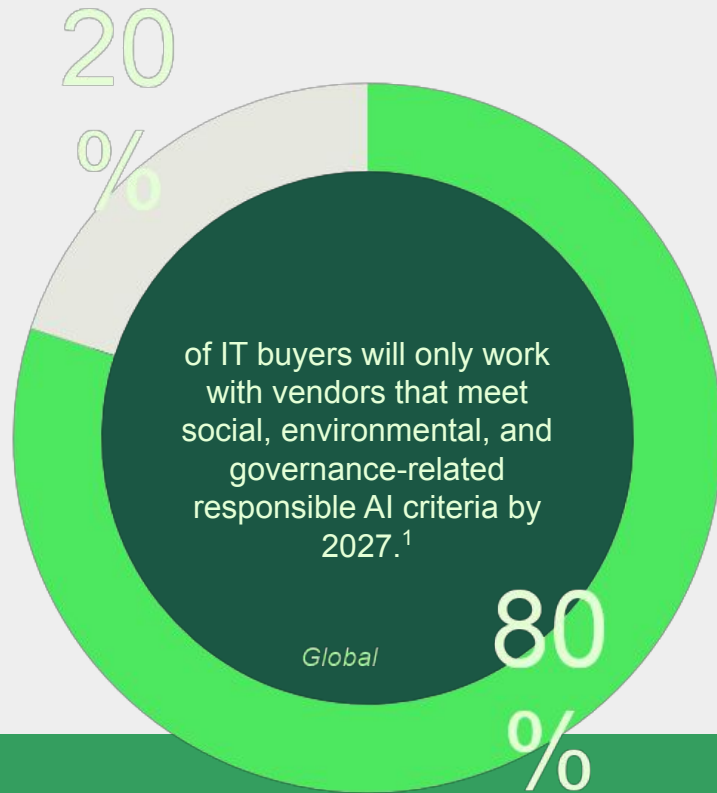
Unmatched Global Services footprint to support customers with team members and service centers around the world





# Sustainability is important to Dell customers

Driving value, trust, and growth to safeguard businesses with sustainable technology



<sup>1</sup> Source: IDC: *IDC FutureScape: Worldwide Sustainability/ESG 2025 Predictions*, Doc #US52418624, November 2024

<sup>2</sup> Source: Enterprise Strategy Group, *Research Report: The State of IT Driven Sustainability*, October 2024

<sup>3</sup> Source: Gartner®, *Integrate Sustainability to Drive Progress During Business Turbulence*, Sabu Mathai, November 13, 2024 (GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.)



# Dell's end-to-end approach to sustainability addresses all parts of our organization



## BACK END

### Operations/supply chain

How we embed sustainability into our robust operational foundation to enable Pan-Dell governance, collaboration, and innovation.

- Governance & Strategy
- Corporate Reporting & Compliance



## FRONT END

### Customers/channel partners

How we embed sustainability into our products & offerings to support customers in meeting their business & sustainability goals.



## COLLECTIVE IMPACT

### Industry/communities/society

How we utilize our Back End and Front End to deliver and scale our impact & shared value programs and initiatives.



# Working to meet our goals, so we can help you meet yours

## Climate Action Net zero by 2050

We will reach net zero greenhouse gas emissions across scopes 1, 2 and 3 by 2050.

By 2030, we will reduce:

- Scopes 1 and 2 GHG emissions by 50%.
- Absolute scope 3 GHG emissions from purchased goods and services by 45%.
- Absolute scope 3 GHG emissions associated with the use of sold products by 30%.

## Circular Economy 2030 goals

For every metric ton of our products a customer buys, one metric ton will be reused or recycled

50+% of our product contents will be made from recycled, renewable or reduced carbon emissions material

100% of our packaging will be made from recycled or renewable material, or will utilize reused packaging





# Transition to AI with circularity in mind

Switch to AI-ready sustainable devices while ensuring responsible retirement of old tech



## Choose more sustainable devices

We're making our products more sustainable by using recycled, renewable, and low-emissions materials, and ensuring better repairability, upgradability, and longer lifecycles.



## Responsibly retire legacy equipment

Let us recover and recycle your legacy equipment with our Asset Recovery Services, unlocking value to invest in AI-ready devices for the future.

### Did you know?

All new Dell notebooks and servers ship in packaging made from 100% recycled and renewable materials.

Also available in multipack for less waste and lower transportation footprint for volume purchases.



<sup>1</sup> Based on Dell Parts eGuide, September 2023.

<sup>2</sup> Based on internal analysis, April 2024.



# Utilize AI for human progress

AI is transforming industries and driving sustainable progress for society and the planet by enabling innovative breakthroughs across a spectrum of impact areas.



## Empowering change

AI is revolutionizing healthcare and education, breaking barriers to access and fostering economic growth.



## Driving sustainability

By harnessing AI, we can transform industries with innovative business models that minimize waste and energy use.



## Building inclusive futures

AI has the power to identify and eliminate bias, ensuring progress benefits everyone.



## Climate action

Reduce consumption and emissions

\*Source: Innovation Index, Dell Technologies, February 2024

# Reduce your IT carbon footprint across the product lifecycle



## Understanding product carbon footprint



### Manufacturing

Implementing circular design and sustainable materials.



### Transportation

Sustainable packaging along with improving logistics to reduce emissions and waste.



### Energy use

Developing solutions with greater energy efficiency to maximize performance per watt.



### End of life

Recovering retired assets responsibly for reuse and recycling to accelerate the circular economy.

[Learn more about Product Carbon Footprints \(PCFs\)](#)



# Use data to drive efficiency and reduce waste

Assess purchase impact and carbon footprint with Dell's new reporting tools



## Sustainability data dashboard & report

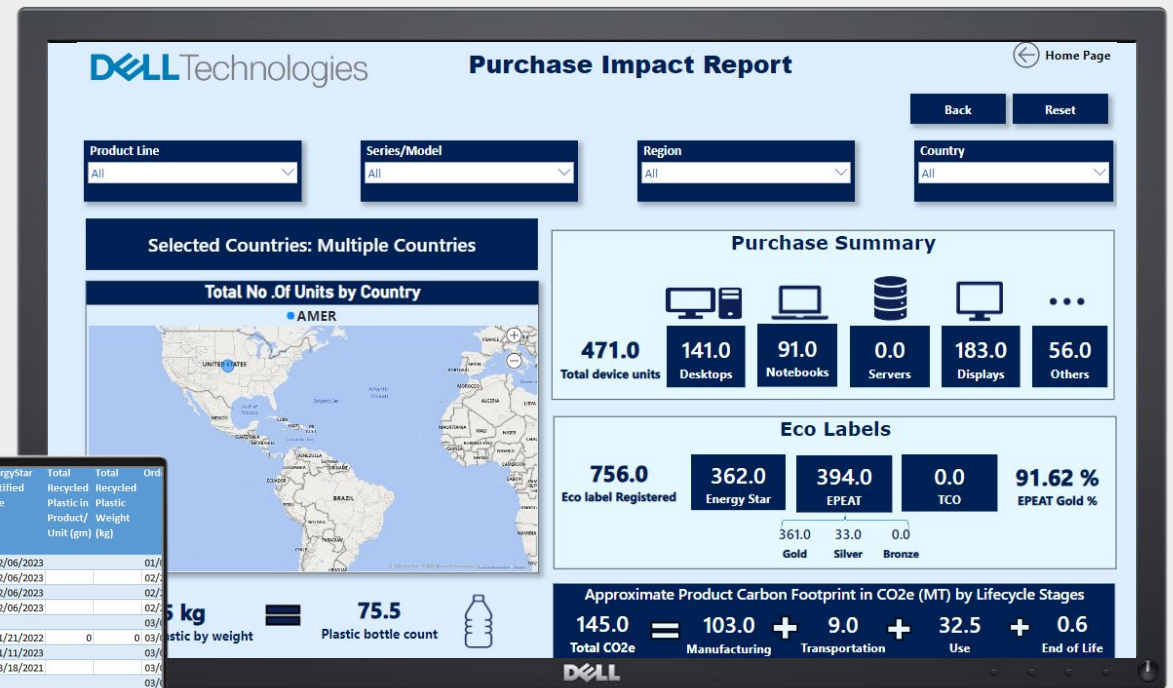
Gain directional insights into your Dell purchases with reporting on product PCFs, materials, ecolabels and more to help you make informed choices for your IT environment in the future.



## Dell Product Carbon Footprint calculator

Our new proprietary calculator built with third-party consultants, performs life cycle assessments on most desktops, notebooks, and displays using ISO 14040 compliant LCA models for comprehensive analysis.

Product Line	Brand	Series/Model	Total Units	Total Carbon Footprint/unit (kg CO2e)	Total Cj/unit Standard Deviation (kg CO2e)	EPEAT Tier	EnergyStar Certified Date	Total Recycled Product (kg)	Total Recycled Plastic Weight (gm)	Or...
Notebook	Latitude	LATITUDE 3540	1	316	71.5	Gold	02/06/2023			01/
Notebook	Latitude	LATITUDE 3540	1	316	71.5	Gold	02/06/2023			02/
Notebook	Latitude	LATITUDE 3540	1	316	71.5	Gold	02/06/2023			02/
Notebook	Latitude	LATITUDE 3540	1	316	71.5	Gold	02/06/2023			02/
Docks	Docks	WD195	8	35.74						03/
Desktop	OptiPlex	OPTIPLEX MICRO 7010	10	250	57.04	Gold	11/21/2022	0	0	03/
Notebook	Latitude	LATITUDE 5440	25	290	57.78	Gold	01/11/2023			03/
Displays	Displays	DELL MONITOR E2222H	20	485	115.36	Gold	03/18/2021			03/
Docks	Docks	WD195	17	35.74						03/
Desktop	OptiPlex	OPTIPLEX MICRO 7010	1	250	57.04	Gold	11/21/2022	0	0	01/
Desktop	OptiPlex	OPTIPLEX MICRO 7010	1	250	57.04	Gold	11/21/2022	0	0	01/
Desktop	OptiPlex	OPTIPLEX MICRO 7010	3	250	57.04	Gold	11/21/2022	0	0	01/
Desktop	OptiPlex	OPTIPLEX MICRO 7010	5	250	57.04	Gold	11/21/2022	0	0	01/
Desktop	OptiPlex	OPTIPLEX MICRO 7010	2	250	57.04	Gold	11/21/2022	0	0	02/
Desktop	OptiPlex	OPTIPLEX MICRO 7010	1	250	57.04	Gold	11/21/2022	0	0	03/
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Desktop	OptiPlex	OPTIPLEX MICRO 7010	1	250	57.04	Gold	11/21/2022	0	0	04/
Notebook	Latitude	LATITUDE 5540	2	321	68.02	Gold	02/06/2023			01/
Notebook	Latitude	LATITUDE 5540	1	321	68.02	Gold	02/06/2023			02/
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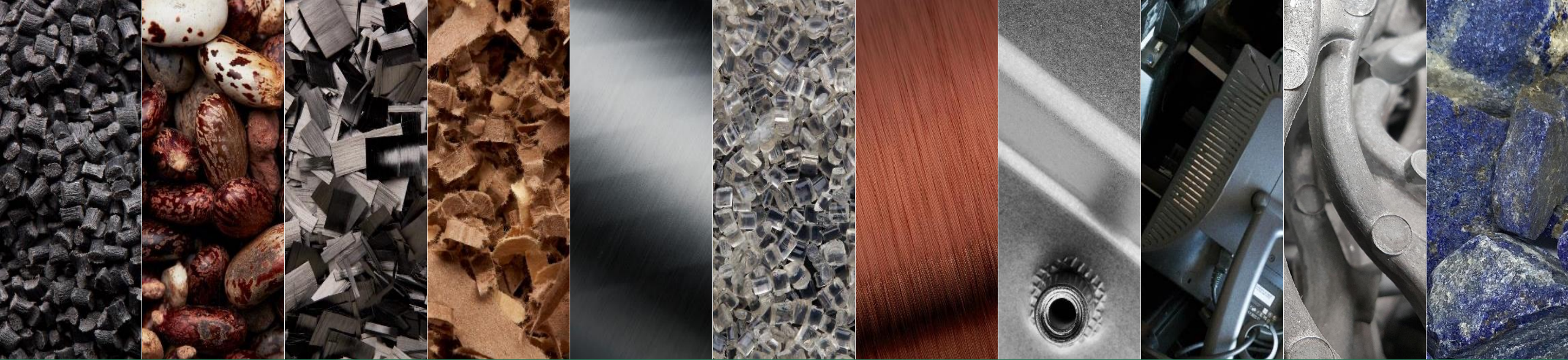
Data is readily available on client PCs, displays, servers and select products in Dell's portfolio. We will continue to build out our data reporting to extend to all products over time.



of organizations state sustainability initiatives met or exceeded expectations for increased profitability, customer/client goodwill, government compliance, and brand development.

Products designed with sustainability in mind

*\*Achieve a 7:1 consolidation of 5-year-old servers into a single unit achieve up to 65% LOWER CPU power consumption. Based on internal analysis, October 2024. See notes for details.*



Post-consumer recycled plastic    Bio-based plastics    Reclaimed carbon fiber    Plant-based fibers    Recycled and low-emissions aluminum    Ocean-bound plastic    Recycled copper    Recycled steel    Closed-loop materials    Recycled magnesium    Recycled cobalt



## Sustainable materials in Dell products and packaging

We are increasing our use of recycled, renewable and low-emissions materials in more components and products — including our highest-volume-selling notebooks for maximum impact.

# Ecolabels

We comply with the highest environmental standards so you can feel confident about the sustainability of your purchases.

- More EPEAT and ENERGY STAR certified servers than anyone else in the industry.
- Only servers in the industry to achieve EPEAT Silver
- 100+ TCO certified client products

1. Citation needed



## Dell is an EPEAT Climate+ champion

Dell Technologies has the industry's widest portfolio of product types that have achieved the EPEAT Climate+ designation.<sup>1</sup>

- 100% Notebooks
- 100% Desktops
- 91% Displays
- 80% Servers



## Meeting strict energy efficiency guidelines

Our products have earned ENERGY STAR® certifications and adhere to strict U.S. EPA energy-efficiency specifications.

### Additional Dell earned ecolabels



80 Plus



TCO Certified



China Environmental Label (CEC)



In 2021 Gartner predicted 90% of organizations will fail to meet their public sustainable packaging goals

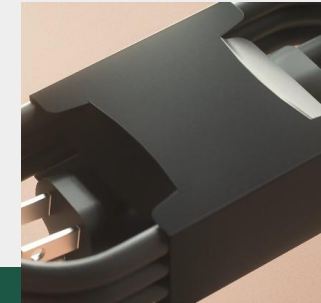


# PACKAGING Delivering devices sustainably & responsibly

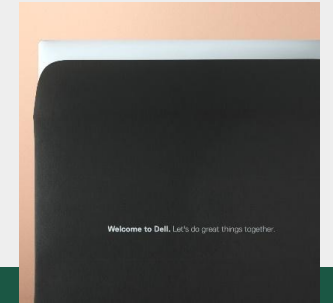
Notebook packaging made from 100% recycled or renewable materials<sup>2</sup> so you can have a great unboxing experience and fully recycle your packaging at the end.



Paper pull tape



Paper wrapped cables



Recycled & reusable system pouch

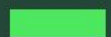
# 96.4%

of our packaging materials across our entire product portfolio are made from recycled and renewable materials.<sup>1</sup>

This packaging is made from 100% recycled or renewable materials.



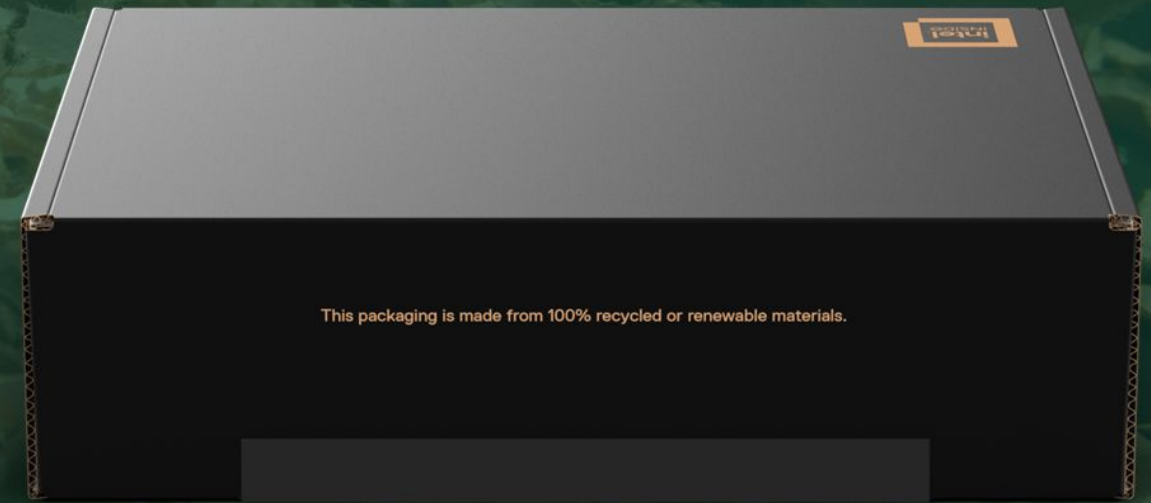
# Dell's Sustainable Packaging Journey



- **2008** – First use of renewable **bamboo** materials
- **2010** – Moved to recycled **HDPE**
- **2011** – First use of **mushroom-based** fibers
- **2012** – Use of **molded paper pulp**
- **2013** – First use of **wheat straw** materials
- **2014** – First use of **Air Carbon**
- **2017** – Introduced Packaging made with **Ocean Bound Plastic**
- **2022** – First 100% Recycled & Renewable Notebook Packaging
- **2023** – Launched Multipack packaging for desktops, notebooks and servers
- **2024** – 100% Recycled & Renewable Multipack packaging for notebooks and servers
- **2024** – 100% Recycled & Renewable Server Packaging

# Plant-based fibers

Using rapidly renewable and responsibly sourced paper fibers in our packaging materials.

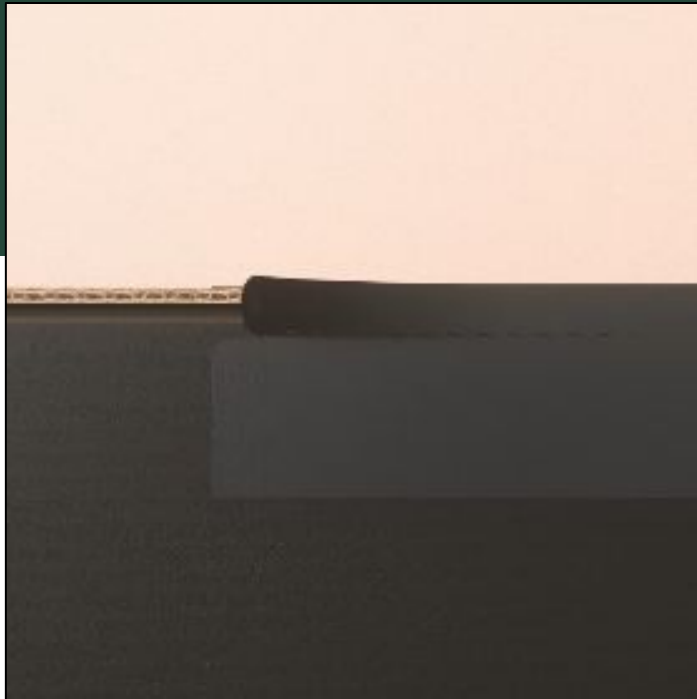
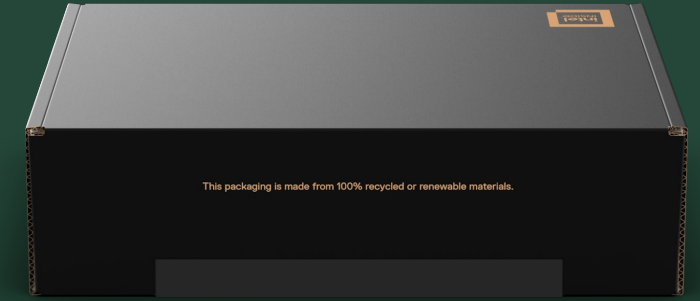


Dell packaging uses plant-based fibers from a variety of sources across our products



Sources may include recycled corrugate, sugarcane fibers and bamboo fibers as well as FSC certified materials.

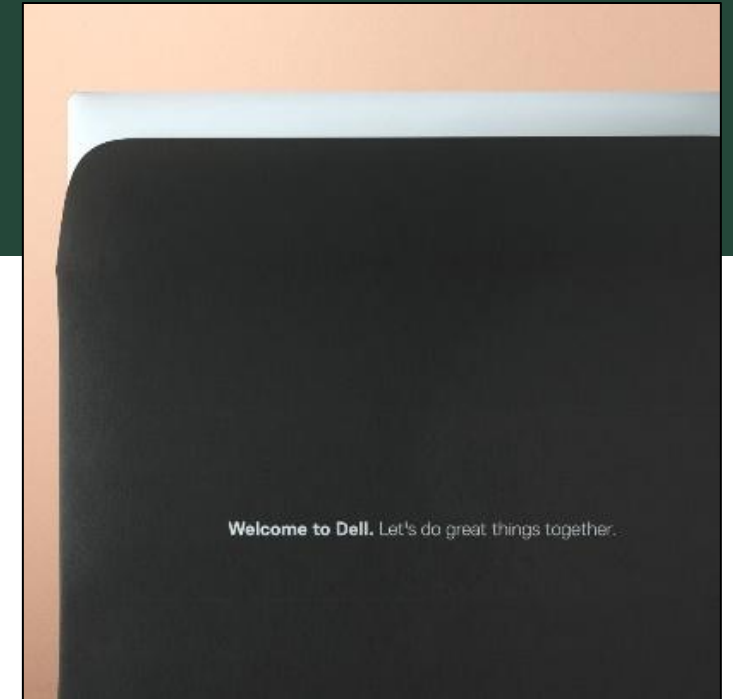
# Responsibly made, responsibly sourced and 100% recyclable laptop packaging



PAPER PULL TAPE



PAPER WRAPPED CABLES



RECYCLED AND REUSABLE SYSTEM POUCH

# New Multipack for Dell CY24 Notebooks

Notebook Products	Multipack quantity
Latitude	5 in 1
Chromebook	5 in 1
Precision	5 in 1

Note: All notebooks are 5 units in 1 multipack

**61% average reduction in emissions compared to single pack<sup>1</sup>**

Up to **5x reduction in boxes** due to multiple systems in a single shipping box



New! Multipack Phase 2

**NO**  
EPE foam cushions

NEW

**100%**  
Recycled or renewable materials and easier to recycle

NEW

**Up to 76.6% reduction<sup>2</sup>**  
in packaging material weight compared to Notebook Single Pack

**\*Up to 60% less time**  
opening, unpacking and breaking down boxes

**Up to 75% improved palletization<sup>2</sup>**

NEW

Units in pallet. May vary by laptop. In comparison to Multipack Phase 1

## Customer Experience Benefits

Reduce amount of packaging and waste, ease of unboxing, ease of recycling, <sup>2</sup>leaner and lower cost transportation footprint, and optimized palletization with this direct from factory offering.

# Dell PowerEdge multipack solutions

Select PowerEdge servers are now eligible to ship in quantities of eight.

Made with up to  
**100%** recycled or  
renewable materials

## Simplified unboxing

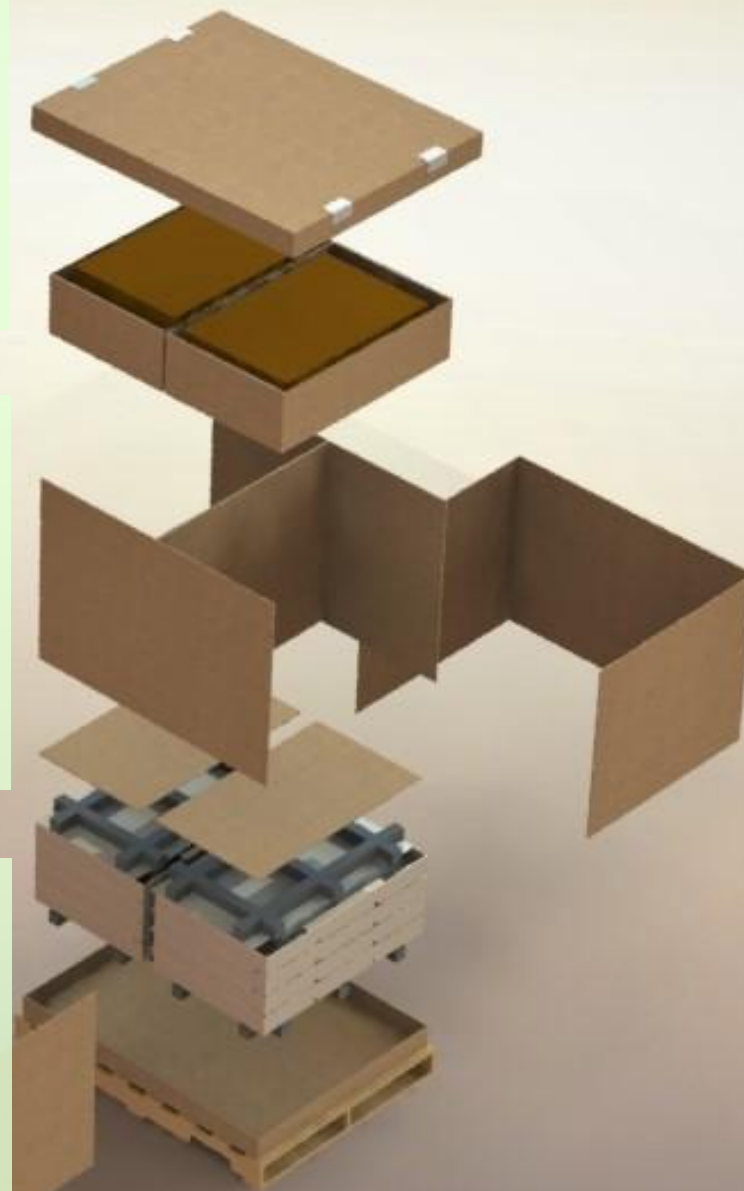
- Shipping multiple products in a single package reduces the time it takes to open, unbox and clean up packing materials.
- This results in significant time savings when deploying and installing new equipment.

## Space savings, efficient logistics

- Receiving hundreds or even thousands of products at once requires a lot of planning and organization.
- Multipack increases the number of products on a pallet, therefore reducing the number of pallets needed for a deployment, which results in significant space savings needed for transportation and reduced CO2 emissions!

## Reduce packaging waste

- Using fewer boxes requires less material needed to deliver the same number of products.
- By efficiently packing and shipping our products, we create less waste for our customers to manage. Plus, we are using recycled materials in the packaging, so less material ends up in landfills.

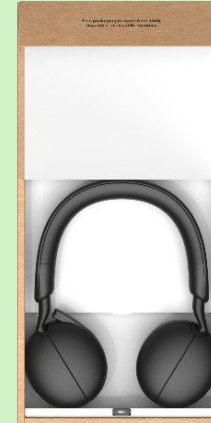
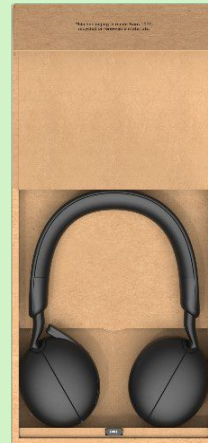


# 100% recycled or renewable packaging for CY 25 PC Accessories

Products launching in CY25  
include headsets,  
speakerphones, monitor arms  
and stands, backpacks,  
keyboard and mice

Materials include recycled  
corrugate and FSC certified  
renewable materials

Elimination of plastic bags



# Recycled ocean-bound plastic

We're expanding our use of plastic collected near oceans and waterways for use in our packaging and products



Models	Recycled Ocean-bound plastic materials
Dell EcoLoop Pro -EcoLoop Pro Backpack 15, EcoLoop Pro Briefcase 15, EcoLoop Pro Classic Briefcase 14, EcoLoop Pro Sleeve 11-14, EcoLoop Pro Sleeve 15-16	Exterior fabric (100%)
Latitude 5000	Fan housing (28%)
Latitude 9000	Fan housing (28%)
Precision 3000	Fan housing (28%)
OptiPlex Micro	Fan and fan housing (13%)
Precision 3260 CFF	Fan and fan housing (13%)



By capturing these materials before they enter the ocean, we can prevent them from becoming microplastics, which are dangerous to animals, the environment and humans.



How can we help  
you achieve your  
goals sustainably?

**DELL**Technologies