



aura

pioneering global change

brand pillars

Vision: Pioneering global sustainable packaging

Purpose: To reduce the environmental impact of packaging globally

Mission: Managing sustainability to educate and influence change



Pioneering strategies which educate, unite and influence change



Real-time data drives the changes needed to positively impact our planet



Decisions are informed, and our communications are authentic



Ethical partnerships unify our mutual goals to create a vision fit for the future

aura everyday charter

- Be kind – support others
- Do the right thing for our people and planet
- Be a visionary
- Stay teachable – evolve together
- Always show gratitude and lead by example
- Appreciate the strength in our differences
- Optimists do more
- Be your true self
- Become the standard
- Together we make a difference
- There is more than one path to success
- Be a goldfish (if you do something wrong do not let it define you and forget it)
- There is no 'I' in team
- Make decisions based on fact not fiction
- Be curious – ask questions
- It's all about the outcomes not hours

Don't forget to have fun!