

Paperboard Packaging

The Natural Choice



Today, environmental awareness permeates every facet of our lives. From our community recycling programs...to the use of recycled papers in the office...to the overwhelming popularity of all things natural, we have a universal respect for our planet and its resources.

Paperboard packaging provides distinct advantages over other forms of packaging, and it fits in with our desire to preserve and recycle. Year after year, the recovery and recycling rates of paperboard packaging in the United States continue to rise. This success is directly attributable to conscientious citizens and communities across the nation as well as an industry committed to strong conservation practices.

a renewable resource

Many of the things which we extract from the earth are not replaceable. We can't "grow" gold to replace what we've mined anymore than we can extract new oil once we've exhausted a well. Fortunately, the very opposite is true of the wood fiber from which paperboard packaging is made. Virtually all virgin paperboard consumed in the United States today comes from "tree farms" where trees are planted, harvested and replanted specifically for this end use.

The U.S. forest and paper industry has made a bold commitment to long-term forestry known as the Sustainable Forestry InitiativeSM (SFISM). The SFI requires forest products companies to reforest harvested land promptly, provide for wildlife habitat, improve water quality and ecosystem diversity, and protect forest land which has special ecological significance. All in all, the SFI is a comprehensive program designed to give our future generations the same abundant forests which we enjoy today.

recycling

Recycling is an integral part of paperboard production. First and foremost, paperboard can be made from recycled paper. History tells us that as early as 1907 waste paper was collected and recycled into paperboard packaging. In 1997, approximately 8 million tons of old newspaper, office paper, paperboard and corrugated containers were made into 100 percent recycled paperboard. More than one half of all paperboard packages are made from 100 percent recycled paperboard which is one of the largest end uses of all types of recycled paper.

Today, recycled paperboard is used in folding cartons, set-up boxes, cores and tubes, cylindrical containers, carded packaging, and various other products. In 1997, an estimated 8,770 communities, representing over 107,000,000 people across the nation, offered paperboard recycling programs...a dramatic increase from only 958 communities in 1992.



▶ In 1997, there were 8,772 communities, representing over 107 million people in the U.S. with access to paperboard recycling programs.

▶ 8 million tons of recovered paper and paperboard was used for the production of 100 percent recycled paperboard.

▶ Over 50 percent of the paperboard used in folding cartons is made from 100 percent recycled paperboard.



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In fact, paper and paperboard account for a staggering 58 percent of all materials diverted from the municipal solid waste stream for recycling and composting.

packaging we can agree about

While manufacturers have long understood the consumer's desire for convenience, freshness and cost-effectiveness, today's consumer product companies are also in step with their customers' environmental awareness. An informed consumer often goes through a quick succession of judgements when formulating a purchasing decision. More and more frequently, a package's ability to be recycled is added to this mental checklist. Paperboard packaging is a positive environmental fit with today's conscientious lifestyles.

When designing a package, keep in mind that paperboard comes in various grades, weights, finishes and percentages of recycled material. Some boards are made from 100 percent recycled paper, while others are made from virgin fiber which can then be recycled. If you choose 100 percent recycled paperboard, your packaging design can incorporate this new licensed symbol.



You can also make an environmental statement by developing your packaging design around unbleached recycled paperboard. This look is often associated with products which contain organic or natural ingredients.

If your company works with certain environmental organizations or causes, you can raise consumer awareness and build good will by incorporating a message of support into your folding carton's design.

Paperboard fits in with the way we package...the way we market...and ultimately, the way we live. Let paperboard become your packaging material of choice.