



Sustainable Packaging Exposition

The
“R’s”

Remove Packaging

Paperboard packaging is custom designed for each product use, ensuring that the appropriate amount of material (lowest amount possible while maintaining product integrity) is used in each and every situation. Paperboard packages prevent product loss by effectively protecting packed materials against physical damage, contamination and light.

Reduce Packaging

The best packaging is sized appropriately to the product and continuous process improvements in the manufacture of 100% recycled paperboard has allowed the industry to use less and less raw material while maintaining excellent performance characteristics.

Reuse Packaging

The 100% recycled paperboard industry purchases in excess of 3.1 million tons of OCC annually. The purchase of this material provides an economic benefit to retailers and manufacturers, helps to maintain a high quality recovered fiber stream for the North American recycled paperboard industry and benefits local communities by reducing strain on local landfills.

Renew (able)

100% recycled paperboard is made from recovered fiber. This recovered fiber begins its life cycle as trees, which are a renewable resource.

Recycle (able)

100% recycled paperboard is made from 100% recovered fiber – and it’s recyclable. Research has also shown that consumers prefer 100% recycled paperboard packaging.

Revenue

Driven by low cost of raw materials and low energy consumption during manufacture, 100% recycled paperboard has enjoyed a price advantage over virgin grades (SBS & CUK) for over 25 years.

Read

For additional information visit: www.rpa100.com or www.paperrecyclingcoalition.com or contact:

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The Environmental and Sustainability Benefits and Advantages

Americans have always believed that recycling has a positive environmental benefit. Case-in-point, using **100% recycled paperboard** dramatically reduces the environmental footprint compared to the use of other materials. Using 100% recycled paperboard significantly reduces energy consumption, water pollution and air emissions when compared to other products.

GREENHOUSE GASES/ENERGY CONSUMPTION:

- ◆ 100% Recycled Paperboard Packaging is a net reducer of greenhouse gas emissions. For every ton of 100% recycled paperboard packaging produced there is an overall net reduction of 3.6 metric tons of CO₂ emissions. (-3.6 MT CO₂/per ton recycled packaging).
- ◆ Production of 100% Recycled Paperboard uses less energy compared to other grades of paperboard thus significantly reducing the greenhouse gases released into the atmosphere.
 - Enough energy is saved to heat 740,000 homes for a year.*
 - Reduced air pollution is equivalent to removing 2 million 18-wheeler trucks from the road each year.
 - The Greenhouse Gases that are prevented are equal to removing 650,000 cars from the road each year.
 - The waste water that is not produced each year is the equivalent of 82,000 Olympic-sized swimming pools.
 - The 5 billion pounds less solid waste is produced, that would fill 177,343 garbage trucks each year.

LANDFILL:

- ◆ For every 100 tons of 100% recycled paperboard produced, 105 tons of paper is diverted from the landfill.
 - Less paper going into landfills reduces the amount of methane created in the landfill and further decreases greenhouse gas levels in the atmosphere.

RECYCLING AND RECYCLED CONTENT:

- ◆ Recycled Paperboard Packaging is made from 100% recovered fiber.
 - In North America we recycle approximately 3.1 million tons of recovered fiber.
 - The 100% recycled paperboard industry purchases in excess of 3.1 million tons of OCC annually. The purchase of this material provides an economic benefit to retailers and manufacturers, helps to maintain a high quality recovered fiber stream for the North American recycled paperboard industry and benefits local communities by reducing strain on local landfills.