You Can’t Fool Mother Nature...

Paperboard is the Planet’s Choice for Packaging

Whether a marketer, package designer, retailer, or consumer, paperboard packaging provides creative solutions when building brands and driving retail sales. Paperboard is also well suited for protecting and preserving product and perhaps most importantly, is the most easily recycled form of packaging on the market today.

Paperboard packaging provides designers with a versatile platform for printing and design. The bold graphics and special effects that can be easily printed on paperboard (such as holographic foils, embossing, diecutting, and windowing)—as well as the imaginative structural designs that can be created with paperboard—keeps packaging design fresh and modern, thus helping to sell product to discerning consumers.

The goal of most companies is to get a product from the design department to the retail shelf as quickly and efficiently as possible, and with a minimum of waste. Because paperboard can be folded flat, packaging made of paper is cost-effective to ship, is lightweight yet strong, easy to stack both at home and on the store shelf, and built to laser tolerances that allow for high-speed machine filling. Moreover, paperboard packaging is strong enough to protect breakables, preserve perishables, and defend against tampering and theft, providing the perfect substrate for adhering RFID tags and tamper-resistant seals.

And as our population continues to age, the ease with which paperboard packaging can be opened and resealed is becoming increasingly important. Additionally, consumers like knowing that they are contributing to the health of the planet when they purchase products packaged in paper. In fact, according to the Recycled Paperboard Alliance, 77% of all consumers prefer to buy a product from a company that uses recycled paperboard packaging over other forms of less sustainable packaging.

The Sustainable Choice

Many of the elements we extract from the earth are not replaceable. For instance, we cannot “grow” gold to replace what we have mined any more than we can extract more oil once a well has been exhausted. But this cannot be said of the wood fiber from which paperboard packaging is made. Virtually all virgin paperboard consumed in the

Paperboard Packaging FAQs

- More and more trees used in making paperboard packaging are grown on tree farms, helping to keep virgin forests untouched.
- Five trees are planted for every one harvested for paper. Over the past half century, American forests have increased by 40%. (Abundant Forest Alliance, AF&PA)
- Nearly 75% of all packaging recovered for recycling in the U.S. each year is made of paperboard (as opposed to 18% for plastic). (AF&PA)
- Nearly 25 million tons of paperboard packaging and corrugated boxes are recycled each year. (AF&PA, US EPA)
- Wood wastes from the pulping process are commonly converted into energy, supplying almost two-thirds of the energy used in making paperboard, thus reducing our reliance on non-renewable fossil fuels. (AF&PA)
- Today, paperboard packaging is an $8 billion a year industry, with more than half the products on supermarket shelves packaged in paperboard. (Pulp & Paper Factbook)
- 80% of the nation’s paper mills use recovered fiber in the production of new paperboard. (AF&PA)
United States today comes from farms where trees are planted, harvested, and replanted specifically to be converted into paperboard. Not only that, but the production of paperboard has a much smaller carbon footprint than plastic packaging. In the Summer 2008 issue of *MediaPack*, Matti Koski, director of Stora Enso (a paper, packaging, and forest products company) reported that based on a ten-year study conducted at their plant, the emissions footprint created by manufacturing a paperboard CD sleeve is 10 percent that of producing a plastic jewel case. In addition, whatever wood waste that isn’t needed to make paper or board is converted into power that is used to create the paperboard, thus saving on energy costs and reducing our reliance on non-renewable fossil fuels.

Whatever your packaging objective, paperboard promotes, protects, and improves the way retail goods are delivered to the store shelf and ultimately to our homes. But in the long run, it’s not about paper or plastic, it’s about taking responsibility... about working toward leaving a world our great-great-grandchildren will be grateful to inherit from us.

Reduce, reuse, recycle... nothing does it better than paperboard.

“Materials with the greatest environmental impact across their lifecycle include plastics...”

—2010 UN Report Assessing the Environmental Impacts of Consumption and Production

—Packaging Digest, 5/13/2010

**Companies Making the Switch**

With the launch of its new Samsung Seek compact messaging device, Samsung recently announced that it will be replacing the plastic inner tray, literature and battery bags, and their recycling mailing envelope, with paper-based solutions. The new box and inner tray now contains 90% post-consumer waste (PCW) paper fiber, is 100% recyclable, and is made of paper that came from trees harvested from sustainable forests. The new mailing label contains 30% PCW paper fiber, is 100% recyclable, has a water-based acrylic adhesive, and is attached with glue dots that are RoHS and REACH compliant. Finally, the literature band now contains 30% PCW paper fiber and is 100% recyclable.

—Packaging Digest, 5/13/2010

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—2010 UN Report Assessing the Environmental Impacts of Consumption and Production

Trees are the most powerful concentrators of carbon on Earth. According to the U.S. Department of Agriculture, one acre of forest absorbs six tons of carbon dioxide and puts out four tons of oxygen. But young trees, such as those used to make paperboard packaging, soak up more CO₂ than older ones. So harvesting trees for making paperboard and then replacing them with seedlings ensures the highest amount of CO₂ absorption.

For more info, visit:
www.ppcnet.org
www.paperboardpackaging.org
www.abundantforest.org
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