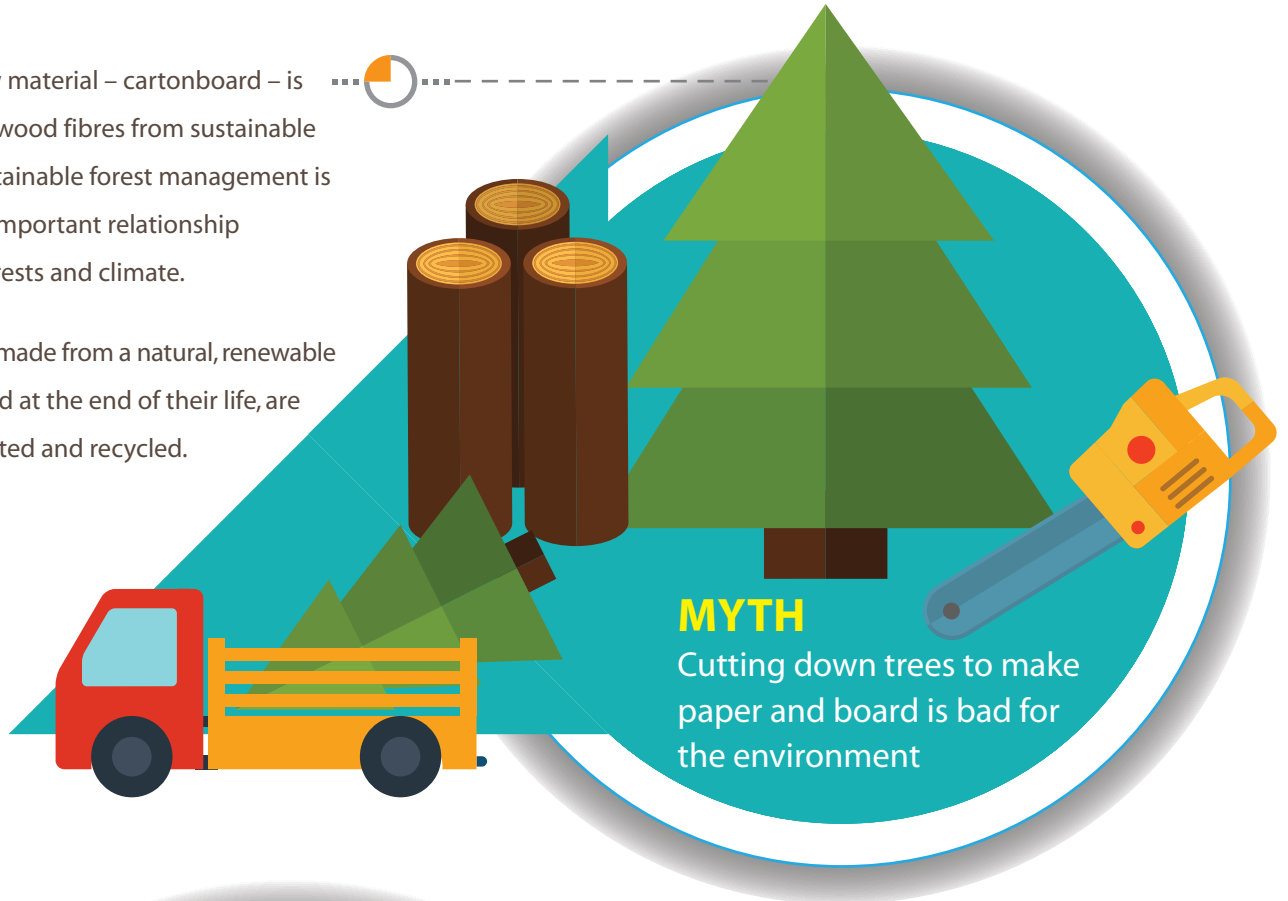


Carton Making's Use of Wood

Cartons' raw material – cartonboard – is made from wood fibres from sustainable forests. Sustainable forest management is part of the important relationship between forests and climate.

Cartons are made from a natural, renewable resource, and at the end of their life, are easily collected and recycled.



MYTH

Cutting down trees to make paper and board is bad for the environment

FACTS

Paper and board are one of the most sustainable products

Their original raw material comes from trees which absorb CO₂ from the atmosphere as they grow

Carbon is stored in a carton throughout its lifetime



As an industry based on the renewable resource of the forest, cartonboard has a unique advantage as a packaging material. It can claim that the raw material derived from sustainably managed forests captures and stores carbon; that cartons in use continue to store carbon; and that recycling cartons keeps the carbon locked up and prevents it from returning to the atmosphere.



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