

Cartons Impact The Environment



MYTH
Packaging is just waste

Recycling of paper and board makes sense both from an environmental and from an economic standpoint. It means efficient use of the raw material from the forests, a reduction in waste and energy savings. It also plays its part in reducing greenhouse gas emissions generated in landfills.

Good recyclability of used paper products depends on good eco-design. Over and above savings made in terms of new material and therefore source reduction, eco-design aims to reinforce the recyclability of cartonboard and leads to many environmental benefits. These include optimising the use of natural resources, improving waste collection systems, reducing the generation of waste and use of unrecyclable components.



FACTS
Cartonboard packaging is a valuable resource
It can be easily collected and recycled



PRO CARTON