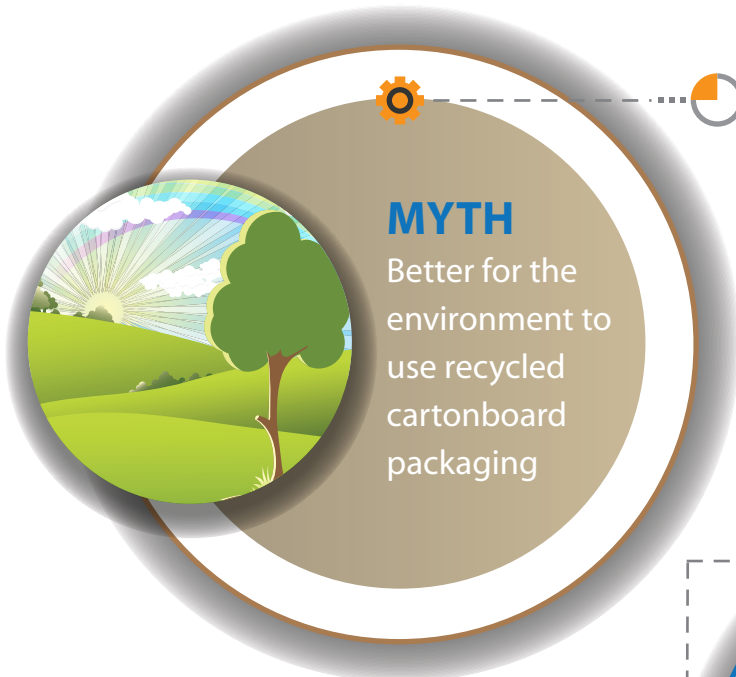


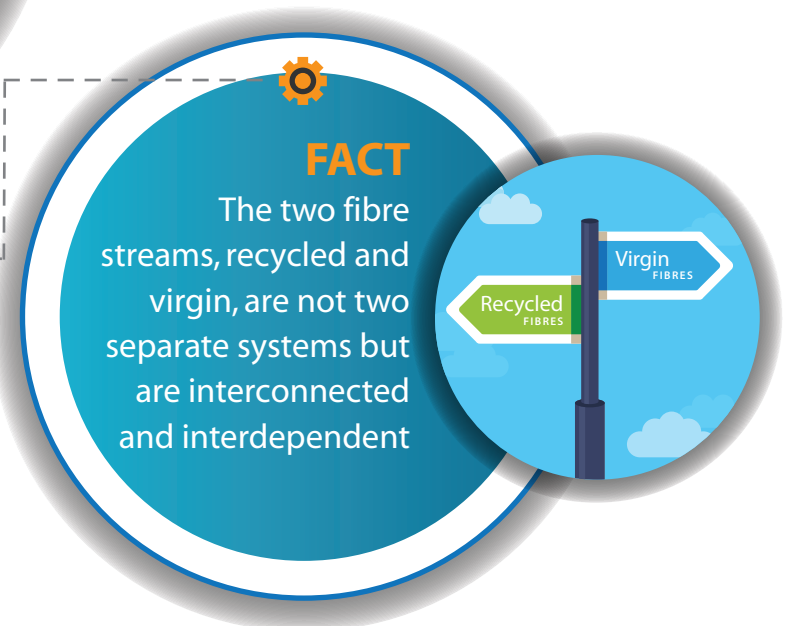
Cartons Use Virgin & Recycled Fibres



MYTH
Better for the environment to use recycled cartonboard packaging

Cartonboard packaging is based on a renewable raw material, which is the wood fibre from the forest. These virgin fibres enter a flow system where virgin and recycled fibres are both used on a continuous basis. The functioning of the whole system gives the best result for the environment.

Paper fibres can be recycled around 7 times, but they increasingly degrade in the recycling process, eventually losing their papermaking qualities. The degraded fibres are replaced with new virgin fibres and without this input, there would be no recycled fibre available.



FACT
The two fibre streams, recycled and virgin, are not two separate systems but are interconnected and interdependent



FACT
Packaging should be chosen on the basis of fitness for purpose not fibre type

A key factor is that the pack has the right physical properties to protect the product.

