

Cartons and Sustainable Forests

FACT
Europe's forests are increasing in size

European forests are growing : 512,000 hectares from 2005-2010.
Forests today are over 30% larger than in the 1950s.
In Nordic forestry, for every tree harvested, at least three new ones are planted.

MYTH
Using less paper and board saves trees

MYTH
Tropical rainforests are destroyed to make paper and board

The European cartonboard packaging industry depends on trees and needs thriving forests. It practices sustainable forest management as it ensures a growing forest in Europe.

Sustainable forestry is conducted according to clear guidelines which means that the raw material can be utilised while still nurturing the forest's biodiversity.

FACT
Cartonboard packaging is made from forests which are sustainably managed

FACT
No tropical hardwood is used for paper and board making

Deforestation mainly occurs in the southern hemisphere, usually due to unsustainable forest practices and fuel requirements.
The European cartonboard packaging industry does not use wood from tropical forests.

