

# Cartons Are Fit for Purpose



## MYTH

Everything is packed in too much packaging



Carton producers aim to minimise over packaging by designing cartons in the following ways:

- Use design holistically to optimise overall economic and environmental performance
- Make the carton from sustainably sourced materials which are effective and safe
- Meet market criteria for performance and cost
- Meet consumer choice and expectations
- Design for efficient recovery and recycling after use



## FACTS

Well-designed packaging meets the requirements of the product and consumer while minimising environmental impacts of both the product and its package.

Optimal packaging uses only as much of the right kind of material as is necessary to perform this task



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