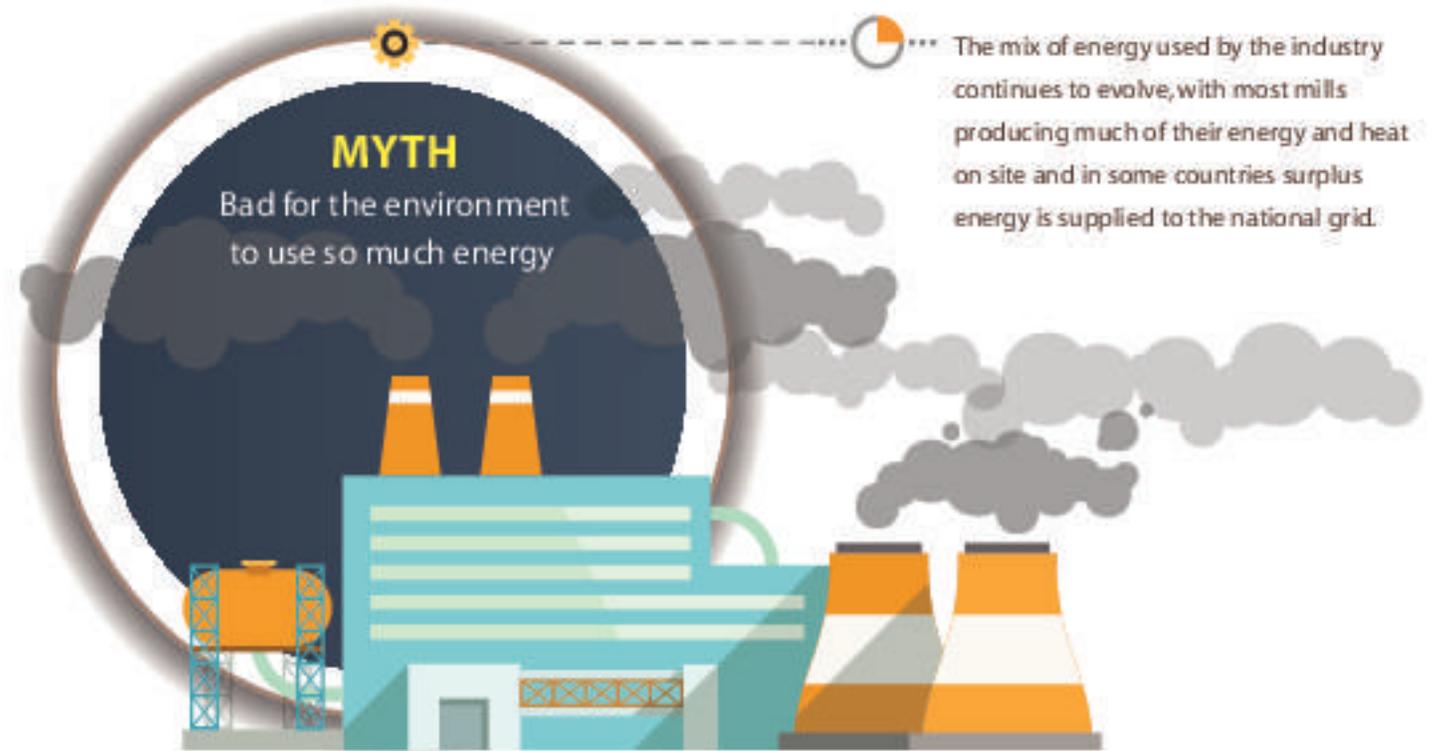


Carton Making's Use of Energy

MYTH

Bad for the environment to use so much energy

The mix of energy used by the industry continues to evolve, with most mills producing much of their energy and heat on site and in some countries surplus energy is supplied to the national grid.



96.4% of electricity is produced on-site in paper and board mills using the energy-efficient combined heat and power method. The installation of biomass-based boilers, which use waste materials from the pulping process, has increased the industry's use of bioenergy to 56%, making the paper and board industry the largest producer of bioenergy in Europe.

FACT

The paper and board industry needs energy to manufacture its products but is continuously focused on reducing consumption of fossil-based energy, as this makes economic as well as environmental sense



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



PRO CARTON

Cartons' Modern Design & Production

Carton packaging is used every day and to remain relevant to modern living, must be versatile and ready to respond to changing needs.

Cartons are ideal for presenting the latest digital technology to help brand owners and retailers to communicate with customers, such as QR codes, interaction via Augmented Reality and RFID tags.

The carton production process uses cutting edge technology. Carton designs also lead the way in innovation and brand promotion, especially the cartons for prestigious and premium goods. Cartons' ability to continuously innovate makes them the sustainable choice for today and in the future.

MYTH
Paper and board packaging is old fashioned
The industry is still using old fashioned technology

FACT

Carton designs are constantly innovating

Cartonboard and carton production processes are computerised, automated, highly efficient, modern and clean



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.

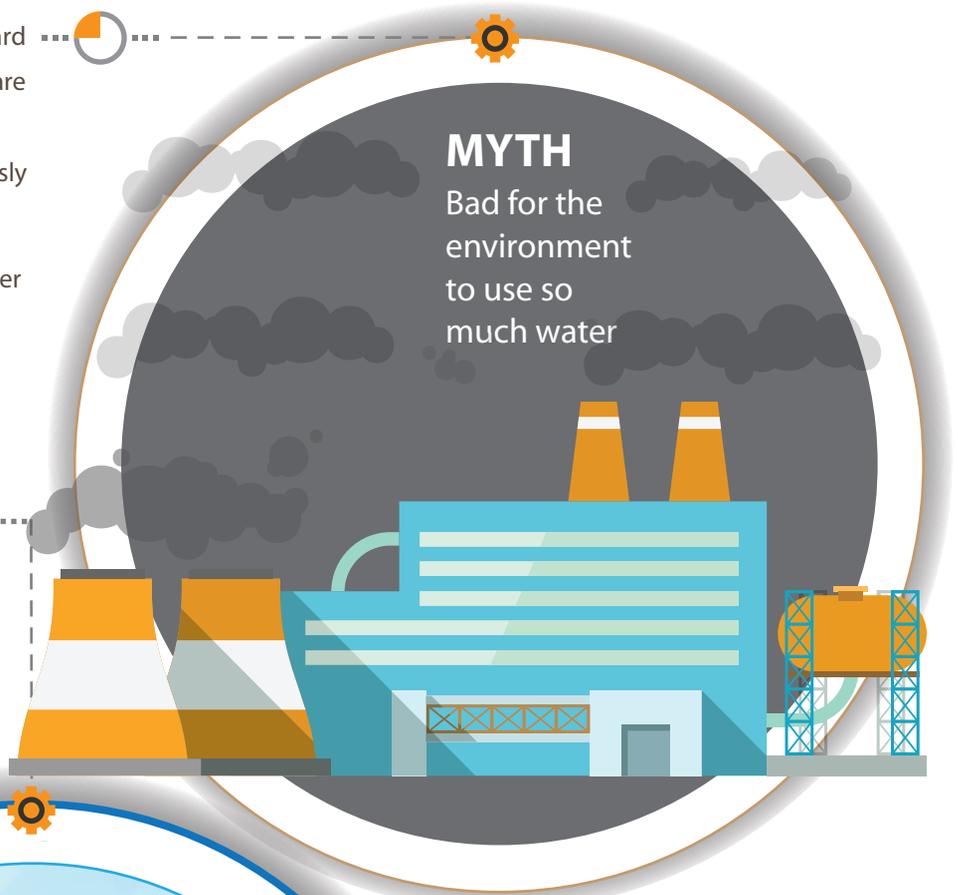


Carton Making's Use of Water

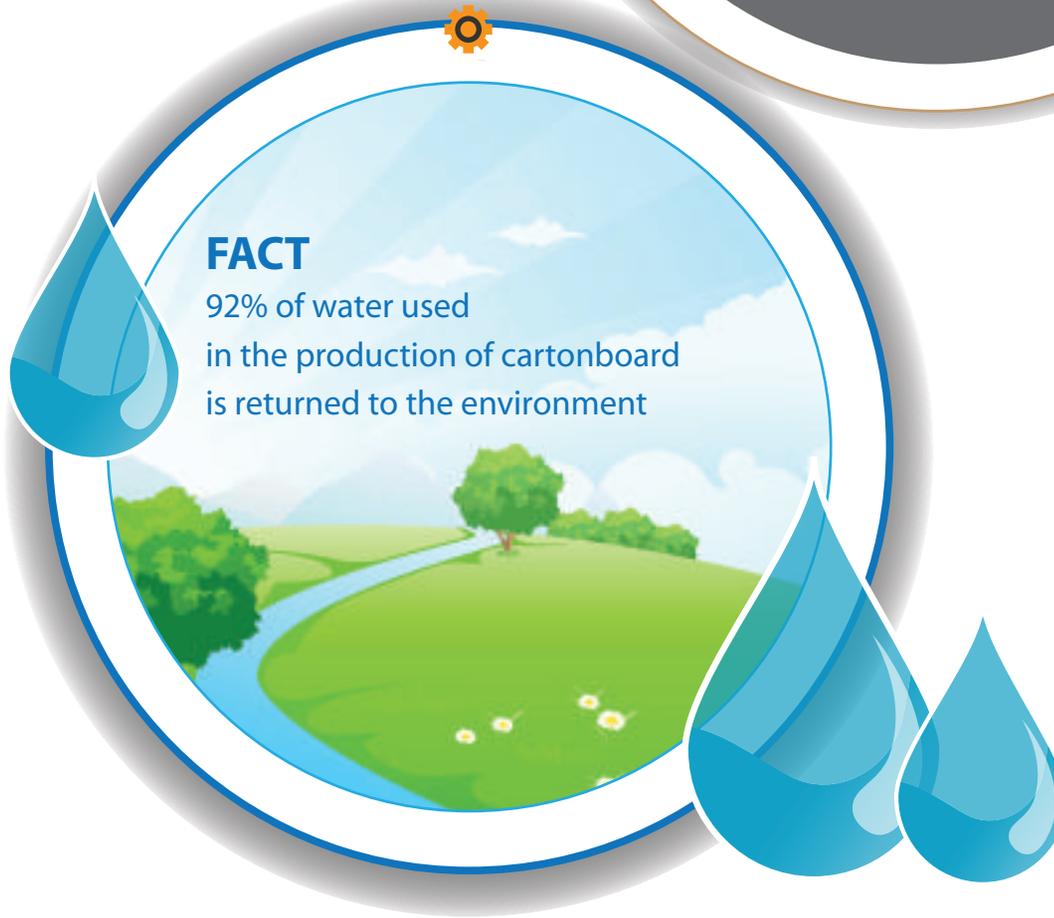
Water is fundamental to paper and board making. Management of water issues are local, taking place at the mills, and the cartonboard industry works continuously to reduce its water usage.

The industry uses large volumes of water but only a small part of this water is "consumed".

Due to the use of efficient waste water treatment, the water leaving the mill is cleaner than when it went in.



MYTH
Bad for the environment to use so much water



FACT
92% of water used in the production of cartonboard is returned to the environment

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



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.



PRO CARTON

Carton Packaging For Food

A key function of packaging is to protect goods whilst in transit from the factory via the shop to the home.

Packaging also provides customer information about the product and brand identity.

Efficient packaging such as cartons, minimises food waste by protecting the food in transit and on shelf from breakage, spoilage and contamination.



MYTH

Packaging is bad for the environment and not necessary



FACTS

Packaging protects goods
Packaging helps to prevent food waste

Cartons are extremely versatile and can feature many special finishes and effects such as Braille, security tags, foils as well as adding textural enhancements.

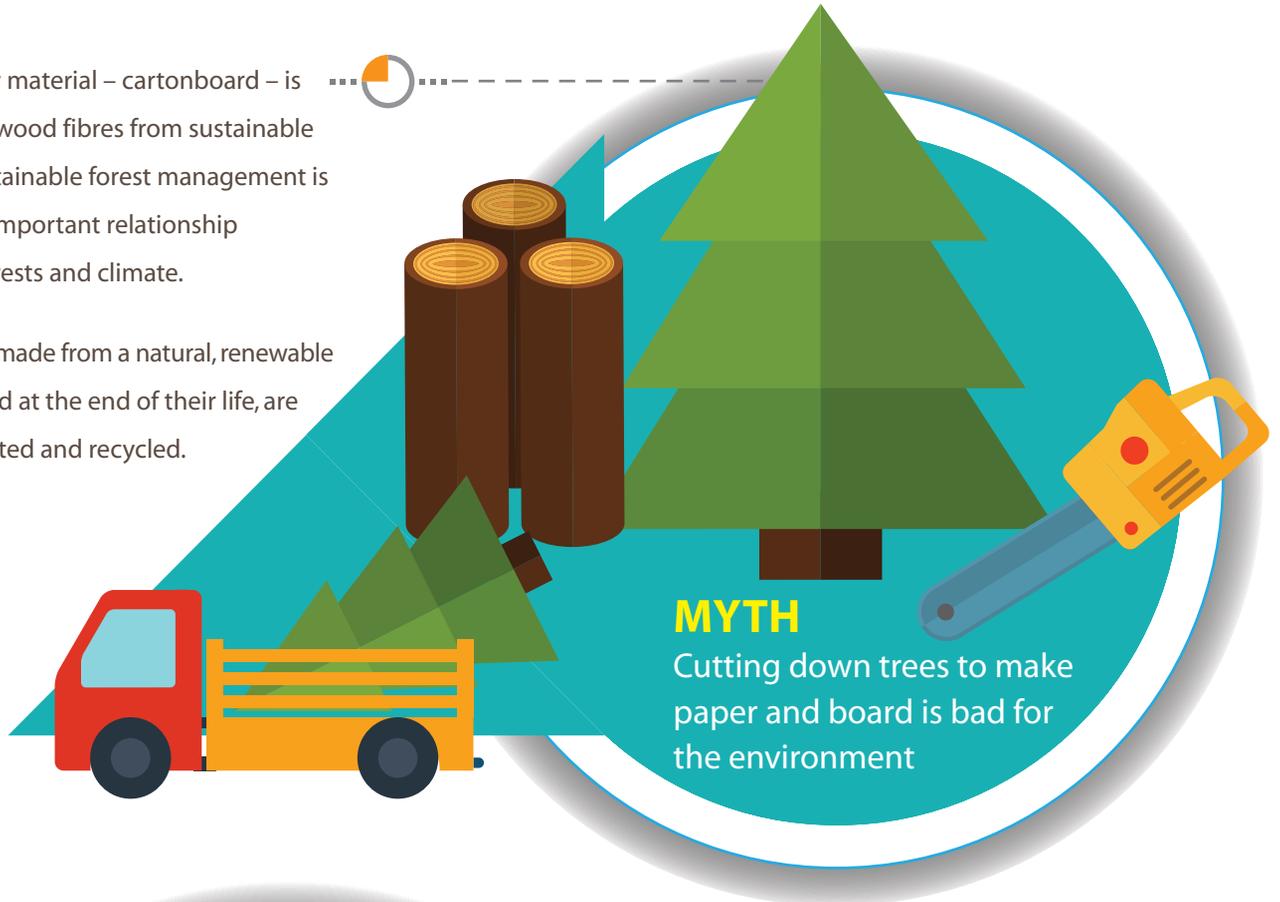
Cartons are light and versatile and easily filled and stacked for transportation.



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.



PRO CARTON