



PRO CARTON
PACKAGING FOR
A BETTER WORLD

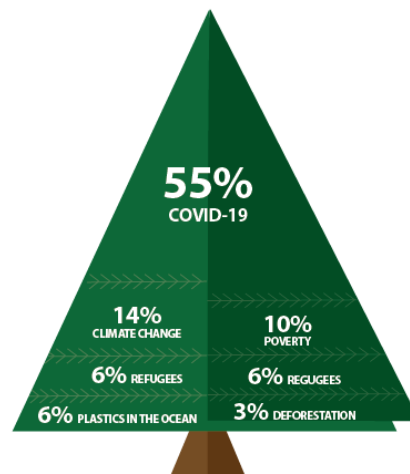
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Pay more for a product? Yes, if the packaging's environmentally-friendly.

77% of consumers in Europe say they would pay more for a product if the packaging had less impact on the environment, according to a new study by Perspectus Global on behalf of Pro Carton – the European association of carton and cartonboard manufacturers.

Interestingly, the survey found that younger adults (aged 22-28) were most willing to spend more (88%) for the sake of the planet. Conversely, Baby Boomers – the over 65 category – despite being one of the wealthiest age groups, were the least likely to pay more, although six out of ten (62%) would still spend extra for more eco-friendly packaging.

What do you think are the biggest issues facing us today?





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The survey of 7,051 adults in France, Germany, Spain, Italy, Austria, Turkey, Poland, Benelux and the UK suggested that the majority of consumers are now firmly eco-conscious despite the turbulent economic times and the ongoing COVID-19 pandemic.

While, not surprisingly, coronavirus was ranked as the biggest issue facing the world today by 55% of consumers, climate change (14%) was the second most popular choice, while almost half (48%) of those asked thought that the pandemic had in fact made us more concerned about the environment.

How much extra would you pay for a product if it meant that the packaging of your desired product had less impact on the environment?



When asked the best ways to combat climate change, a third of European consumers (32%) thought that planting more trees was the most important factor, followed by recycling more (21%) and using more renewable materials (19%).

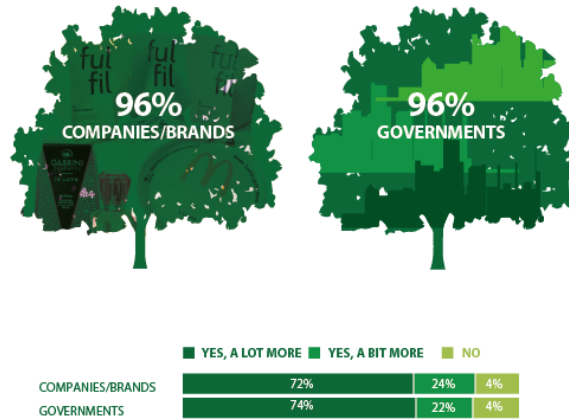
Different countries had varying views on retailers' green initiatives, with 41% of Turkish respondents saying that they were not doing enough to introduce eco-friendly packaging, compared to just a quarter of Italians. However, almost all European adults believe that governments (96%), as well as retailers and brands (96%), should be doing more to help the environment.



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**To what extent should the government
and companies/brands do more to
help the environment?**



Tony Hitchin, General Manager of Pro Carton, said: “We were delighted – and somewhat surprised – to see so many consumers willing to stay true to their environmental principles. Cartonboard was confirmed as the packaging material of choice with less than one in ten preferring plastic. The evidence could not be clearer. Consumers want brands and retailers to move to more sustainable packaging like cartonboard as the cost to them is less than the cost to the planet.

“Cartonboard’s inherent properties make it the perfect choice; it’s made from a renewable resource, it’s recyclable and biodegradable, plus European forests are growing by an area equivalent to 1,500 football pitches per day!”

Ends

Find hi-res images at:

For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media:

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About Pro Carton

Pro Carton is the European Association of Carton and Cartonboard manufacturers. Its main purpose is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium. www.procarton.com

What is cartonboard?

Cartonboard is a multilayer paper-based material with, usually, three or more layers of fibre derived from wood, or recycled materials such as paper or cartonboard. It is often used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.

EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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Is cartonboard the same as cardboard?

Cardboard is a generic term and, whilst cartonboard is a type of cardboard, it is different from 'corrugated cardboard' which is a firmer, heavy-duty paper-based packaging commonly used for transport (like Amazon parcels). In contrast, Cartons are always printed often with high quality graphics and special varnishes and finishes. Liquid packaging board (e.g. Tetra Pak) used to hold milk and fruit juice is not categorised as cartonboard.

EXAMPLES OF PACKAGING THAT ARE NOT CARTONBOARD:





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