



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Positioning of cartonboard and folding cartons in Europe Leading the way to circularity

Winfried Mühling, General Manager, Pro Carton



Asian
Corrugated Case
Association



Pro Carton: Who we are...

Pro Carton is the **European Association of Carton and Cartonboard manufacturers**. It represents members operating 50+ board machines in over 40 mills in 14 different countries in Europe and the carton converting industry.

Its purpose is to promote the use of cartons and cartonboard to brand owners, the trade as well as designers, the medium, and policymakers as an economically and ecologically balanced packaging medium, that is **renewable, biodegradable and recyclable**.

It also highlights innovative uses of carton and cartonboard by students, designers and brands through its annual awards programmes.

Fibre based packaging leads the way to circularity

- Paper for recycling is not a waste product rather a **valuable raw material for new packaging**
- Our ambition is to collect all paper and cartonboard material back from the market
- Well established and consumer trusted collection and recycling system all over Europe
- We have a sound balance of recovered and virgin fibre based packaging materials across Europe
- High collection and recycling rates combined with strong fibre performance during recycling create the best base for circularity



The recycling centre in Glattfelden, Switzerland.



Why Cartons?



84.2% recycling rate

Paper and board is the **most recycled packaging material** in the EU – 84.2% in 2018 (Eurostat 2018)

Pro Carton wholeheartedly supports the industry target to increase recycling rates to **90% by 2030**.



High Recyclability

According to research by TU Graz, the fibres that make up cartonboard can be recycled **more than 25 times**.

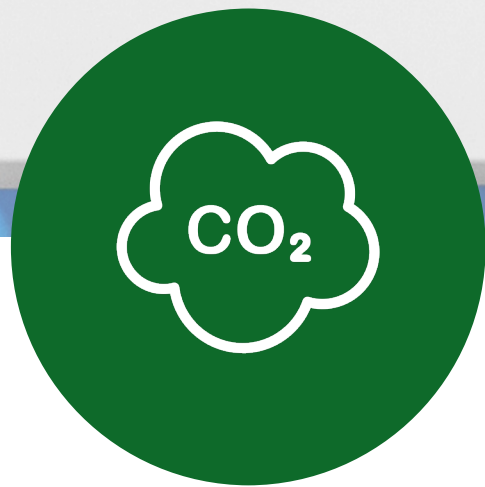
Cartons are made from a renewable resource, making them **biodegradable and renewable**.



Circularity in Packaging

From the forest to cartonboard, to the folding carton, to the retailer, to the consumer and back to recycling in the carton value chain. The cartonboard industry is a strong **leader in circular economy**.

Why Cartons?



Reduced emissions

- Direct CO₂ emissions of the European pulp and paper industry reduced by 26% between 2005 and 2020.
- Paper-based products only account for 0.8% of European greenhouse gas emissions.



Trusted by Consumers

- 52% of Europeans believe cartonboard/cardboard is the most environmentally-friendly packaging.
- 81% of consumers would choose cartonboard packaging over plastic.
- Trusted collection and recycling infrastructure



Sustainable Forest Mangement

- 90% of the wood fibres used in the European paper and board industry come from European forests.
- Not only are they a renewable resource, but new growth exceeds the wood harvested by an area equivalent to 1,500 football pitches every day.

We are working in Cross-Industry Alliances

Greensource

Promotion

- A European-wide effort to explain how the fibre industries make 2050 **climate neutrality** target a reality.
- Its four priorities include forests/biodiversity, responsible industry, circularity and climate friendly forest fibre-based products.

4evergreen

Cross Industry

- As a cross-industry alliance, 4evergreen fosters synergies among companies promoting low-carbon and circular fibre-based packaging. **Perfecting Circularity.**
- It has more than 90 members, spanning the entire value chain, and works with over 140 industry experts.

FPE

Advocacy

- Informal coalition of six leading trade associations representing industries involved in forestry, pulp, paper, board and carton production and recycling.
- Targeting support to reach targets for the **EU Green Deal** while campaigning for improved EU legislations.

Increasing leverage by aligning forces

**Greensource
Promotion**

**4evergreen
Cross Industry**

**FPE
Advocacy**

 Cepi RENEWABLE RECYCLED RESPONSIBLE EUROPEAN PAPER	 EPIS European Pulp Industry Sector	 PRO CARTON PACKAGING FOR A BETTER WORLD	 THE ALLIANCE FOR BEVERAGE CARTONS AND THE ENVIRONMENT
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www.eugreensource.org

4evergreen
Perfecting circularity together

As a cross-industry alliance, 4evergreen fosters synergies among companies promoting low-carbon and circular fibre-based packaging. By bringing together the entire value chain, 4evergreen enables cooperation with a comprehensive outlook on fibre-based packaging's life cycle.

[FIND OUT MORE](#)

www.4evergreenforum.eu

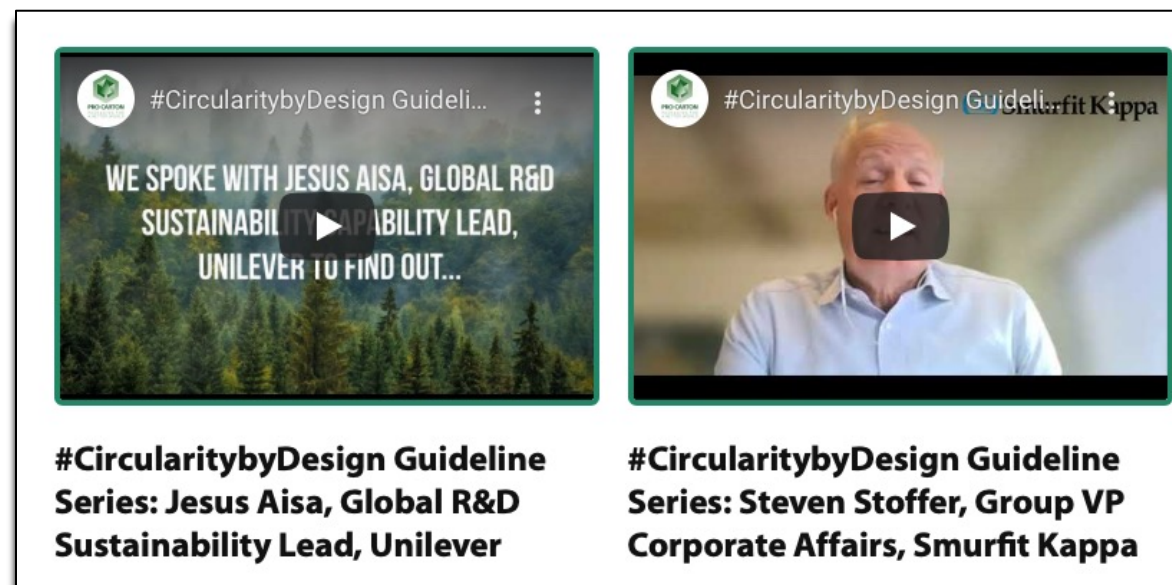
Six trade associations announce the new Fibre Packaging Europe coalition

Pro Carton is a founding member of the informal coalition which has a mission to provide renewable, circular and sustainable paper and board packaging solutions to help achieve the objectives of the European Green Deal.

Fibre Packaging Europe
European coalition for sustainable, circular and reliable paper and board packaging

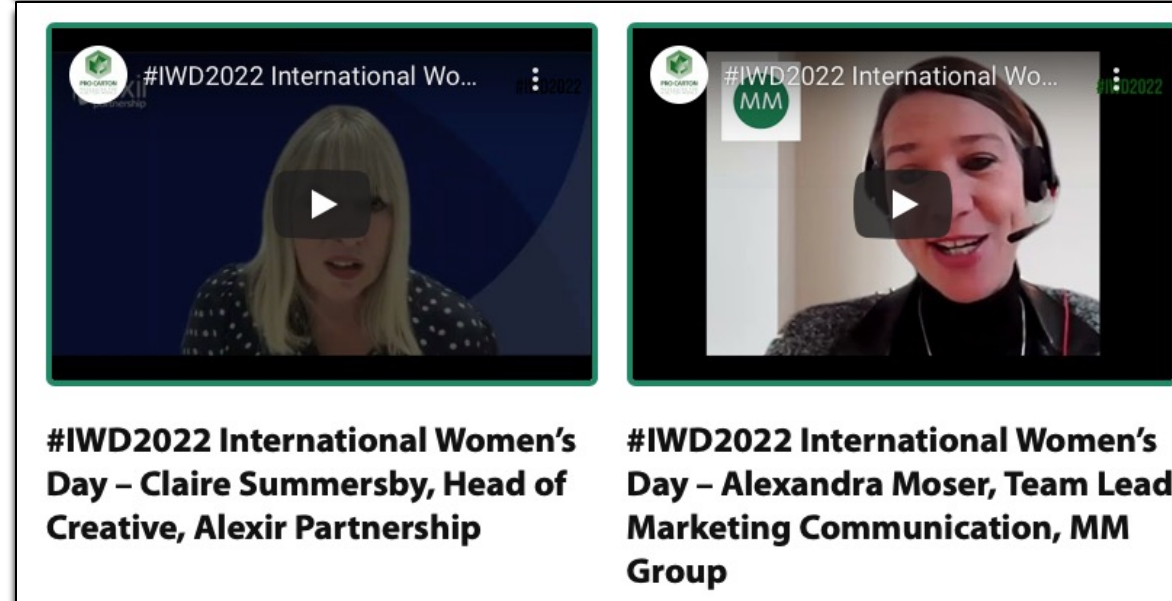
www.procarton.com/members/

Examples of latest social media campaigns



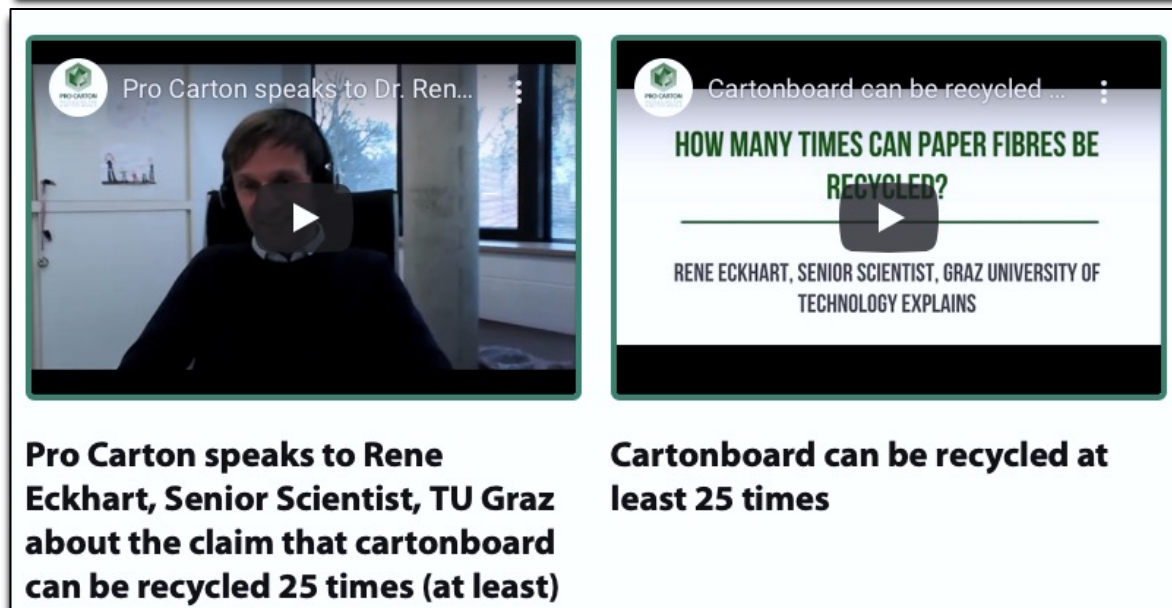
#CircularitybyDesign Guideline Series: Jesus Aisa, Global R&D Sustainability Lead, Unilever

#CircularitybyDesign Guideline Series: Steven Stoffer, Group VP Corporate Affairs, Smurfit Kappa



#IWD2022 International Women's Day – Claire Summersby, Head of Creative, Alexir Partnership

#IWD2022 International Women's Day – Alexandra Moser, Team Lead Marketing Communication, MM Group



Pro Carton speaks to Rene Eckhart, Senior Scientist, TU Graz about the claim that cartonboard can be recycled 25 times (at least)

Cartonboard can be recycled at least 25 times

4evergreen: Circularity by design guideline

- 8 cross industry speakers
- Benefits of circularity by design guideline
- Including speakers from Unilever and Nestle
- April 2022 ongoing

International Women's Day

- 3 female leaders from converters and cartonboard producers
- Leadership in the packaging industry
- Call for young professionals to join the industry
- March 2022

25 recycling loops

- Dr. Rene Eckhart, Technical University Graz
- Research results
- „25 is not the limit“
- January 2022

We are celebrating success of cartonboard



- Joint event with European Carton Makers Association (ECMA)
 - Awarding cartons in different categories
 - Promoting in social media and packaging magazines
 - Most relevant European carton award
 - High media attention
- Cooperation with European Design Universities
 - More than 640 entries from 100 universities
 - Europe's leading young packaging design competition
 - Get young professionals closer to the industry
- Promoting advantages of cartons and cartonboard
 - Video story-telling on carton / cartonboard benefits
 - More than 70 entries from 40 universities

Please find details under: www.procarton.com/awards

We strongly promote the winning entries



[Why Cartons?](#) ▾ [Activities](#) ▾ [Awards](#) ▾ [Media](#) ▾ [News](#) [About Us](#) [Members Area](#)



Awards Archive

- European Carton Excellence Award +
- Pro Carton Young Designers Award +
- Pro Carton Student Video Award +

Winners Gallery

[2021 Winners' Gallery](#)

[2020 Winners' Gallery](#)

[2019 Winners' Gallery](#)



<https://www.procarton.com/awards/>

Conversion from plastics to fibre based packaging



Smarties Giant Hexatube

Award: European Carton Excellence Awards

Winner: Public Award



Plastic-free toothbrush packaging

Award: European Carton Excellence Awards

Winner: General Packaging, Recycled Fibre



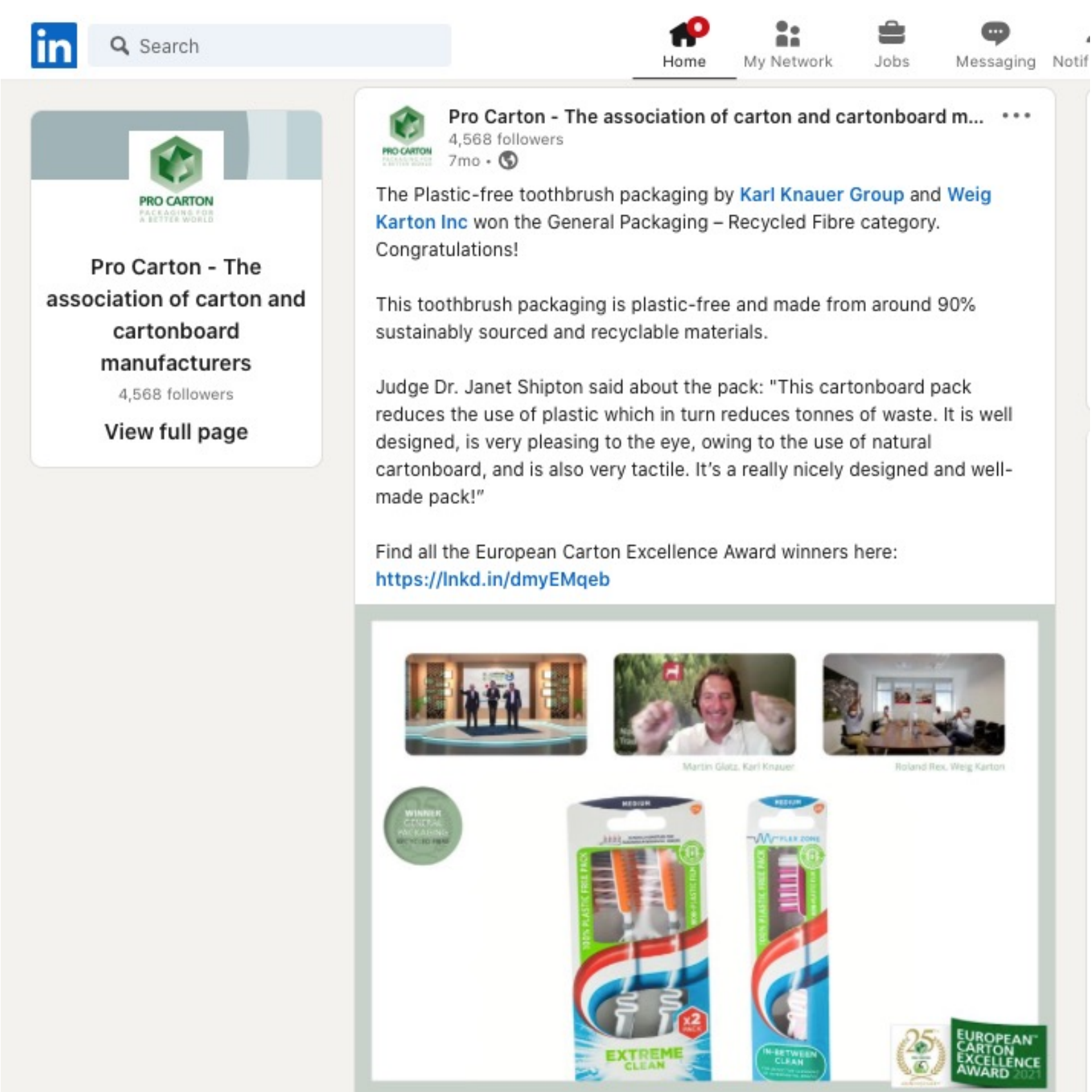
KeelClip™

Winner: Public Award & Platinum Award Winner

Carton Converter: Graphic Packaging International

Cartonboard Mill: Graphic Packaging International

Strong interest on social and public media




Pro Carton - The association of carton and cartonboard m...
4,568 followers
7mo • 🌐

The Plastic-free toothbrush packaging by **Karl Knauer Group** and **Weig Karton Inc** won the General Packaging – Recycled Fibre category. Congratulations!


This toothbrush packaging is plastic-free and made from around 90% sustainably sourced and recyclable materials.

Judge Dr. Janet Shipton said about the pack: "This cartonboard pack reduces the use of plastic which in turn reduces tonnes of waste. It is well designed, is very pleasing to the eye, owing to the use of natural cartonboard, and is also very tactile. It's a really nicely designed and well-made pack!"

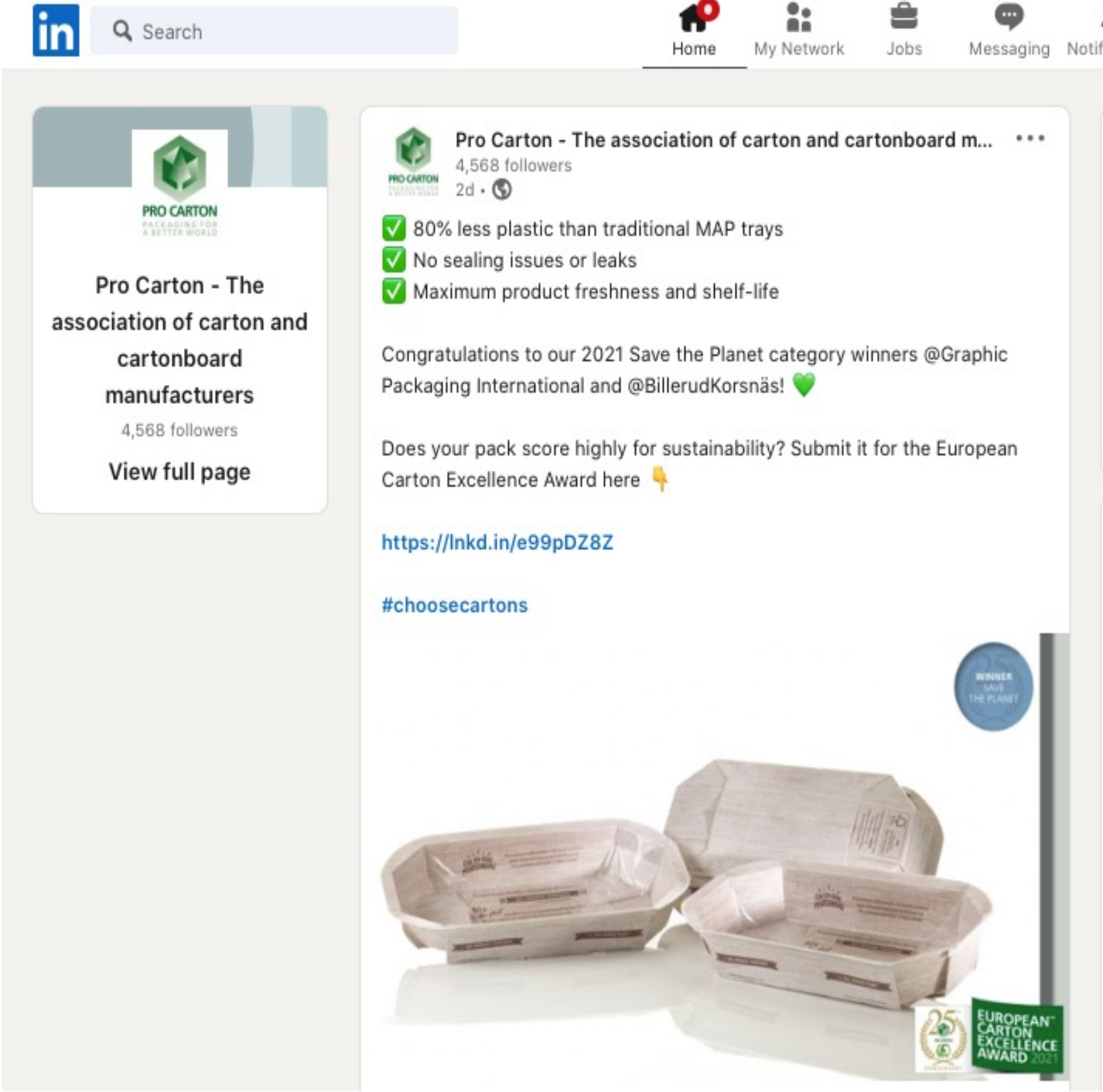
Find all the European Carton Excellence Award winners here:
<https://lnkd.in/dmyEMqeb>



WINNER GENERAL PACKAGING - RECYCLED FIBRE



25 EUROPEAN CARTON EXCELLENCE AWARD 2021



Pro Carton - The association of carton and cartonboard m...
4,568 followers
2d • 🌐


- ✓ 80% less plastic than traditional MAP trays
- ✓ No sealing issues or leaks
- ✓ Maximum product freshness and shelf-life

Congratulations to our 2021 Save the Planet category winners @Graphic Packaging International and @BillerudKorsnäs! ❤️

Does your pack score highly for sustainability? Submit it for the European Carton Excellence Award here 📌

<https://lnkd.in/e99pDZ8Z>

[#choosecartons](#)



WINNER SAVE THE PLANET

25 EUROPEAN CARTON EXCELLENCE AWARD 2021

Consumer and Competitor Intelligence



European
Consumer Packaging
Perceptions study

An independent assessment of the importance of packaging sustainability on consumers' purchasing decisions.



Gen Z -
The *future* is in their hands

An independent assessment of the attitudes of children, teens and young adults to the environmental threats facing the world today.

GEN Z - THE FUTURE IS IN THEIR HANDS



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Comparing the carbon
footprint of carton
packaging against
alternative solutions

2021 RISE Bioeconomy

A comparative analysis of the cradle-to-grave carbon footprint of carton-based solutions against the cradle-to-grave carbon footprint of alternative packaging solutions



www.procarton.com



Cartonboard fibers can be recycled: Minimum 25 times

The findings of the [TU Graz study](#) resolutely draw a line under a common myth that fibre-based packaging can only be recycled four to seven times before it loses integrity.

Instead, it highlights that paper and board fibres are much more durable than previously considered.

A laboratory study was the only way to maximize reuse of the same fibre material

Please find the full video interviews and research results on www.procarton.com

“No negative effect on the mechanical properties in question can be demonstrated in this study. The swelling capacity of the fibre also showed no negative trend.”





Relevance and importance:

- Cartonboard fibres are more resilient than previously assumed
- Both recovered and virgin fibres are required and equally important
 - Strong usage of recovered fibre materials
 - Virgin fibre material for special product requirements and to compensate for material losses
 - Discussion on mandatory recycled contents is counter productive
- Strengthen positioning in single use vs reuse
 - Existing and efficient collection and recycling infrastructure
 - Good balance between recovered and virgin fibres
 - Consumers trust cartonboard recycling
 - Improved results in life cycle analysis comparisons
- Strengthen positioning of closed loop circular economy

"25 Loops" made it to all major publications print & digital



Print/Online Media

> 100 pieces of coverage

> 200 mio reach

16 countries including Austria, Belgium, China, France, Germany, Italy, Netherlands, Poland, Russia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, USA

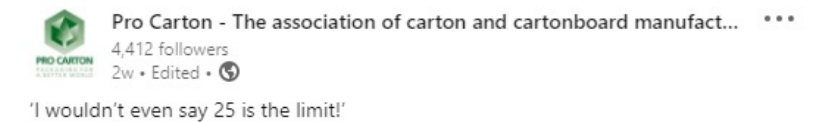
Social Media

3,075 impressions

> 500 engagements

> 100 shares

5.34% avg. engagement rate



Watch Dr Rene Eckhart explain the findings of his recent study to [#ProCarton](#) General Manager [Winfried Muehling](#), in which he debunks the common myth that fibre-based [#packaging](#) can only be recycled four to seven times.



Winfried Muehling discussion with Dr Rene Eckhart



Watch Dr Rene Eckhart explain the findings of his recent study to [#ProCarton](#) General Manager [Winfried Muehling](#), in which he debunks the common myth that fibre-based [#packaging](#) can only be recycled four to seven times.





We use the research findings

- Press releases in 5 languages across Europe
- Translation to additional 9 languages
- Extensive coverage in print and social media
- Inclusion in you tube channels
- Update on internet pages with all associations
- Inclusion in infographics
- Repeated coverage in byline articles and social media

Required next steps:

- Further increase collection rates from retailers and consumers
- **Harmonization of collection** all over Europe
 - **Separate collection** of all fibre based materials
 - Defines the base for improved quality of recycling material
 - Increases the volume of available material for recycling
- Further improvement of recycling processes
 - Example: Improve capability on material with food residues and two side coated materials
- Reduce fibre losses in grading process during preparation
- Strictly use **circularity by design guidelines** at early stage of development process
 - Especially for all two side coated materials





We are leading the circularity race

- Fibre based industry is the frontrunner in circularity
- Demonstrating a proven and trusted system
- Easy to understand and well executed across Europe
- We are living circularity with every sqm of cartonboard produced and every carton delivered
- We earned high level of consumer trust and credibility
- Flexible packaging under pressure to deliver solutions for 2025 pledges
 - Long way to move from 'recycle ready' to 'recycled'
 - More work to do to move from 'recycled' to 'circular'
- We see further growth potential for fibre based packaging in Europe
- Studies show 25% of plastics material in Europe can be converted without negative product/consumer impact

A photograph of a forest with sunlight filtering through the trees onto a mossy ground. The scene is a dense forest of tall, thin trees, likely pines or spruces, with a thick carpet of green moss on the forest floor. The sun is low in the sky, creating a warm, golden light that filters through the trees, casting long shadows and highlighting the texture of the moss. The overall atmosphere is peaceful and natural.

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