



PRO CARTON
PACKAGING FOR
A BETTER WORLD



Cartonboard

Circularity leadership and responsibility



Living Circularity



Sustainable Forest Management

- 95% sourcing from EU forests
- European forests are growing 2% p.a.
- Forest based industry absorbs >20% of Europe's Green House Gas emissions



Collection & Recycling

- 82% recycling rate
- Target 90% by 2030
- Cartonboardfibres are resilient
- More than 75% of Europe's fibre based packaging comes from recycled paper/board
- More than 55 mio tonnes recycled in 2022



Consumer

- High level of trust and confidence in collection and recycling system
- Recyclability (85%) and Renewability (81%) most relevant packaging features
- Increasing demand for sustainable packaging solutions



Retailer

- Important partner for collection
- Pull effect on innovations
- Differentiation through sustainable packaging
- Increasing share of private labels



Brand Owner

- Design for recycling
- Packaging most important touch point
- Co-Development
- Center of Excellence
- Pledge 2025

Cartonboard and Folding Carton Production

- A truly European industry model
- 24% CO2 reduction cradle-to-grave 2018-2021
- Efficient use of resources:
- 90% of water is returned to the environment after purification
- Re-circulation of water
- 62% of renewable energy in operation and growing
- We are practicing „zero waste“ production

Circular economy needs recycled and reusable packaging

- Recycled and reusable packaging solutions are complementary
- Business owners / brand owners define the best/most suitable solution
 - 92% of consumers in Europe trust packaging industry and brand owners to drive best solutions and continuous improvements
 - Fit for purpose solutions are required – no one size fits all
- Fair and objective competition will drive innovative packaging solutions
- Industry needs to provide the expertise and scientific tools
- Annual re-validations and peer group challenges
- Consider consumer buy in and requirements – transparency
 - 66% of consumers in Germany mention to reduce/stop consumption with mandatory deposit in HORECA channels being the only solution for take-away



**Plastic Cup
Co.**

**Paper
Co.**