

# Corrugated board: the natural choice

Sustainable logistics and retail based on corrugated board



It's good to know that we travel in packaging that's renewable.



I know – and how else would we arrive in perfect condition?



# Why is corrugated board the natural choice for retailers?

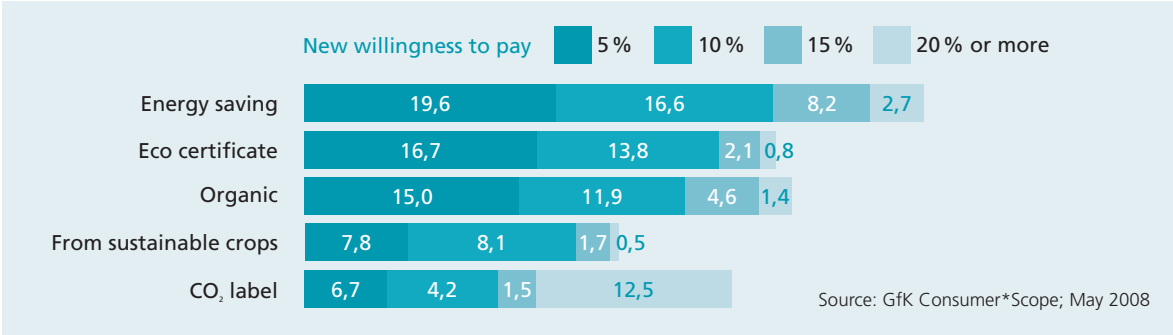
The versatility of corrugated board has long been recognised by innovators in retail packaging. No other material comes close in its ability to perform, whether the application is transit, shelf-ready packaging, or point-of-sale promotion.


## Corrugated board is good for sales

As the twenty-first century consumer becomes more and more concerned about the limitations of the Earth's resources, and is not afraid to ask questions of retailers, corrugated board has all the answers. Studies have shown that corrugated board packaging has an eco-friendly image, and that consumers actually prefer sustainable packaging. What's more, they are even willing to pay a premium for it.

## A valuable material with enormous potential!

Corrugated board packaging is made from natural, sustainable materials, and is easily recyclable – important qualities in today's eco-conscious environment. Once it has done its job, corrugated board packaging still has a value – a ready market already exists, providing an income stream for the retailer. So for the retailer, corrugated board offers enormous potential: sustainability – unlimited design capabilities – instant product recognition – easy to open – easy to dispose of.





What does a corrugated board box have in common with both of us?

That's easy: We are fully renewable resources!

## Why does corrugated board packaging make ecological sense?

The board from which it is made consists of layers of paper held together with starch-based adhesive – it's as simple as that!

According to a FEFCO Life Cycle Analysis study, 82 % of the corrugated board manufactured in Europe is made from recycled materials – today's clean, fresh one-trip corrugated board pack is tomorrow's brand new box.

### 100 % natural

The rest of the raw material is wood pulp, usually made from forest thinnings and sawmill waste arising from timber grown for construction and furniture manufacture. The adhesive used in manufacturing corrugated board derives from tried-and-tested, renewable, sustainable vegetable sources.

### Far too valuable for landfill!

Made-to-measure corrugated board packaging makes the most of every bit of transit and storage space, saving money and fuel.

Used corrugated board boxes are just too valuable to go to landfill. Corrugated board is 100 % recyclable and biodegradable, and there is a ready market for used corrugated board packaging!



## What about disposal of used corrugated board?

Long before the European Community set its recycling targets in 1994, an efficient corrugated materials back-of-store collection and recycling industry throughout the whole of Europe already existed. For the paper industry, the overall recycling target was set at 60 %, to be reached by the end of December 2008. This goal was already attained as early as 2005, but the recovery rates for fruit and vegetable boxes are even better: FEFCO estimates that more than 95 % are recovered and fed back into the paper recycling loop.

### Collection from store – and the cheque is on its way!

Corrugated board is light, easy to handle, and readily compacted. Used corrugated board materials are collected from the retailer and shipped back to the paper mills for re-pulping.

### World-wide market

Every corrugated board packaging can be recycled – the preferred method – or composted. There is no need for a single box to go to landfill. There is a well-established world-wide market in used corrugated board, providing the retailer with an income stream.

I like handling corrugated board boxes like you – they always look so trendy.

Thank you – I think the customers agree with you!

## What does corrugated board packaging offer for logistics and retail?

### Corrugated board

- ✓ is 100 % recyclable and 100 % biodegradable
- ✓ is made from 100 % renewable resources
- ✓ offers unlimited point-of-sale possibilities
- ✓ makes best use of pallet height
- ✓ is preferred by the consumer
- ✓ saves fuel by using less space
- ✓ makes money for the retailer when sold for recycling
- ✓ is the natural, sustainable choice

With so many good qualities,  
why not use corrugated packaging?

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