

CORRUGATED: SUSTAINABLE BY NATURE



“We aim to produce sustainable packaging for our customers, not only today but for a long time to come.”

The European Corrugated industry acknowledges the increasing political and public momentum behind the sustainability issue, and is committed to ensuring that manufacturing processes, and especially procurement, are environmentally responsible. Our priority is the protection of the environment while maintaining sound business activities.

What makes corrugated a sustainable choice?

Corrugated is made from natural and renewable resources: paper made from wood harvested in a sustainable way, and/or recovered fiber (from recycled paper based products). In 2006 the rate of paper being recovered was 63,6%.

- **But what about the forest? And adhesives?**
→ Not only are European forests actually growing, but the industry mostly relies on recycled fiber, which represent a vital raw material source. Adhesives are primarily made of starch of natural origin, the most common being maize (corn).

Corrugated is 100% biodegradable and recyclable. Approximately 80% of the paper used for the production of corrugated is recycled paper.

- **Isn't reuse better than recycling?**
→ In our industry, recycling and reuse go hand-in-hand. Our customers can reuse corrugated containers to transport or store goods. We also recycle our products into new paper products again and again, which means that they reuse the fibre.

The corrugated industry is constantly working towards a better use of resources, for example by leading innovation towards better designs for boxes in order to optimise packaging weight, density, space and quantity, also helped by the decrease in paper weight.

- **Doesn't this industry consume a lot of energy?**
→ The forest based sector is the least fossil fuel intensive of any manufacturing sector and the paper packaging industry is responsible for 17% of the renewable energy in Europe. Corrugated companies all over Europe are constantly striving to improve engineering processes to be more efficient.

Corrugated products are eco-friendly.

- **Doesn't corrugated material produce a lot of waste?**
→ No! Corrugated is fully biodegradable, which means that whatever material is not recycled or reused will diminish naturally into the environment, leaving no waste, no emissions and no toxins. In fact it is too precious to become waste, and has enormous value as raw material for the paper industry. Furthermore, through the product life-cycle, corrugated requires less transportation than other reusable packaging options. This leads to a reduction in vehicle pollution, less consumption of petrol and oil, and decreased traffic as well as cost savings.

Our industry is not only producing a safe, versatile, innovative and reliable product, but one that is a vital resource for the community we operate in.

- **What does the industry give back to society?**
→ It is a key industry: transporting goods would not be possible without it. The corrugated sector makes a significant contribution to Europe's employment by providing for approximately 100,000 jobs. It creates economic and social benefits in areas where it operates and also in related industries such as paper producers, recyclers, etc..

Corrugated in everyday life

Corrugated packaging serves many functions. It is often the only way of delivering to a customer a product in good condition and it serves many functions:

- Corrugated protects goods;
- It avoids damages and minimises waste;
- It enables the delivery of goods;
- It guarantees safety and hygiene;
- It conveys messages and information and helps consumers make a choice.

Imagine a world without corrugated products

- Handling would be messy, inefficient and costly because products need transport and logistic packaging.
- Selling products through modern distribution channels would be impossible.
- Alternative packaging would not be able to perform the same functions in the same efficient way.

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