

A Renewable and Recyclable Resource



Paperboard Packaging is Made From a Renewable Resource

As a renewable and recyclable resource, paperboard packaging is *improving tomorrow's environment today*[®]. Since paperboard packaging is made from a natural resource, it will always be a friend to our environment—no matter the size, shape or color.

Society depends on an array of paper products, each meeting specific needs, each with its own manufacturing recipe. Paperboard packaging's most basic ingredient is wood, a cost-effective, environmentally-responsible and renewable resource. America's forest products industry is committed to practicing sustainable forestry. That means managing forests to meet the needs of today, while simultaneously ensuring the presence of abundant forests that can meet future needs. This requires planting, growing and harvesting trees to make products, while also preserving the environment and maintaining a habitat for wildlife.

Reforestation is the cornerstone of sustainable forestry. The forest products industry plants 1.7 million trees a day—which exceeds the number of trees harvested. This is one of the many measures the industry takes to ensure that our forests will provide future generations the environmental and economic value they do today.

Paperboard Packaging is Recyclable

The paper industry has set an aggressive goal to recover 55 percent of the paper and paperboard consumed in the U.S. by 2012. While we are well on our way—having reached 50 percent recovery for the first time in 2003—there is still much work to be done. To meet this goal, the American Forest & Paper Association (AF&PA) and its partners are focusing on increasing both the quantity and the quality of paper recovered for recycling.

Americans have more opportunity than ever before to recycle paperboard packaging. A comprehensive national study conducted by AF&PA in 2005 showed that recovery of paperboard in community recycling



programs has increased significantly over the past five years. More than 53 percent of Americans currently have access to paperboard recycling, up from 46 percent in 2000. Additionally, the number of communities collecting paperboard for recycling increased to 41 percent in 2005, up from 31 percent in 2000.

Paper recycling is good for business, the community and the environment. Through programs developed in conjunction with public and private sector organizations including the U.S. Environmental Protection Agency and Keep America Beautiful, AF&PA is raising visibility for paper recycling.

You can participate in improving the health of our planet by increasing the quantity and quality of paper being recovered for recycling in your community, workplace, home or school. For additional information about paper recycling, visit www.paperrecycles.org.

The Paperboard Packaging Alliance

The Paperboard Packaging Alliance (PPA) is a joint initiative of the Paperboard Packaging Council (PPC) and the American Forest & Paper Association (AF&PA). The PPA provides the paperboard packaging industry with ongoing analysis of evolving packaging requirements and promotes the benefits of paperboard packaging and products. Alliance membership includes companies representing the full range of mills and converters engaged in the production of paper-based consumer goods packaging. Visit www.paperboardpackaging.org for more information about the PPA or paperboard packaging.



A joint initiative of

AF&PA®



PAPERBOARD PACKAGING COUNCIL

Paperboard Packaging Alliance

www.paperboardpackaging.org



Paperboard Packaging SM

A renewable and recyclable resource for innovation.



xx% Recycled Fiber

