

# Paperboard Packaging Transforms The Consumer-Driven Value Chain



Paperboard packaging delivers creative, value-based solutions and proven experience in building brands and driving retail sales. Whether you are a consumer goods marketer, package designer, retailer, or consumer, you will find that paperboard packaging provides innovation and differentiation, and no other packaging material connects a company to its customers in as many fresh and relevant ways.

## Giving Products the Competitive Edge

Paperboard packaging provides package designers a versatile platform for creativity in printing, structural design, and function. The bold graphics and special effects of paperboard capture consumers' attention. Retailers rely on paperboard packaging for its display power, shelf efficiency, stackability, and product protection qualities.

Paperboard packaging provides a technology and design platform that generates interest, offers convenience, protects product quality, and forms a bond with consumers. Companies such as General Mills, Estée Lauder, Walgreen's, and McDonalds all look to paperboard packaging to meet their specific needs and build brand equity with customers.

*"We spend more of our packaging dollars on paperboard packaging than any other packaging material in our portfolio. Whether we're seeking shelf-appeal, product differentiation, or cost-effectiveness, we can typically find a way to get the job done through paperboard packaging."*

– Jay Gouliard, Vice President of Packaging Development, General Mills

## Value Throughout the Packaging Chain

In addition to providing a flexible platform to help take products to market and keep them there, paperboard packaging has always offered exceptional value, providing cost-efficient solutions from development to point-of-sale. Consumers trust that paperboard packaging is responsibly recovered and recycled and appreciate its contribution to the environment's well-being.

While printability and value are two of the key benefits marketers think of when considering paperboard packaging, one of the less recognized assets of paperboard is its ability to be shaped and formed to create intriguing and functional new structures.





### Offering a Wealth of Innovation

Paperboard packaging's flexibility in structural design and printability, combined with other materials, offers a wealth of innovation opportunities for marketers and designers. It is an efficient packaging material, offering higher productivity on numerous fronts—from production to shipping to retail stacking. And, paperboard packaging stands on the front line protecting and preserving breakables and perishables, and defending against tampering and theft. While one of America's largest, most experienced industries, paperboard packaging remains nimble and versatile, ready to adapt to consumer and social trends, and quick to deliver ideas and speed-to-market concepts that build profits.

A whitepaper on paperboard packaging titled, "Paperboard Packaging Transforms Itself For The New Consumer-Driven Value Chain," is available online at [www.paperboardpackaging.org](http://www.paperboardpackaging.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. For more information about the PPA or paperboard packaging visit [www.paperboardpackaging.org](http://www.paperboardpackaging.org).

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PAPERBOARD PACKAGING COUNCIL

## Paperboard Packaging Alliance

[www.paperboardpackaging.org](http://www.paperboardpackaging.org)



**Paperboard Packaging** SM

A renewable and recyclable resource for innovation.



xx% Recycled Fiber

