

The Responsible Package: Paper-based Packaging

Renewable

- Paper-based packaging comes from an infinitely renewable resource — originating from materials that are sustainably grown, managed and harvested specifically for the paper industry to produce sustainable packaging.
- The forest products industry plants 1.7 million trees per day, growing more than is harvested annually to ensure a reliable source of raw materials and the ongoing sustainability of this valuable, renewable crop.¹
- The forests in the U.S. have increased by nearly 40 percent over the past half century, and by 10 million acres between 1987 and 2002.¹

Recyclable

- Paper-based packaging is reused and recycled more than any other packaging material. Paper and paperboard represent 74.3 percent of all packaging recovered for recycling in the U.S.²
- Since 1990, when the industry established its first recovery goal to advance recycling, paper recovery in the U.S. has grown by 78 percent. In 2008, 57.4 percent of all paper consumed in America was recovered for recycling. That's 340 pounds for every man, woman and child.²
- In 2008, 80.7 percent of corrugated packaging was recovered for recycling.³
- The industry has set a new 60 percent recovery goal for 2012. Each percentage point increase means recovery of an additional 1 million tons of paper — enough to fill more than 14,000 railroad cars.²
- Paper packaging accounts for nearly three-quarters of all packaging materials recovered for recycling, totaling nearly 25 million tons.⁴ In 2007, 87 percent of the U.S. population had access to curbside or drop-off paper recycling programs.²

Sustainable

- The forest products industry has made great strides in reducing its carbon footprint. Between 2000 and 2006, the industry collectively reduced its greenhouse gas intensity by 14 percent.⁵
- In the U.S., the carbon sequestered by forests and products each year is enough to offset approximately 10 percent of the country's CO₂ emissions — equivalent to removing 108 million cars from roads each year.⁶
- Through the Sustainable Forestry Initiative® and other sustainability programs, the paper and paper-based packaging industries are using smart forestry principles to meet today's needs without compromising the future of our forests or forest products. For more information on renewable forestry, visit www.sfiprogram.org.

Working together
for a sustainable future:



theResponsiblepackage™
Paper-based Packaging

- Wood wastes and byproducts of the pulping process are routinely converted to energy, reducing our industry's reliance on high-priced, nonrenewable fossil fuels.
- The forest products industry is a leading producer and user of carbon-neutral renewable energy — generating 28.5 million megawatts annually, enough to power 2.7 million homes.⁵
- Carbon-neutral renewable energy sourced from paper mills supplies approximately two-thirds of the energy used to make paperboard, contributing to the product's cost-competitiveness.

Viable

- Paper-based packaging provides versatile and responsible packaging solutions for product manufacturers, retailers and consumers. In fact, more than half the products on supermarket shelves are now packaged in paperboard, and in 2008, the corrugated packaging industry produced more than 40 billion packages for safe shipment of food, clothing and durable goods.⁷
- According to the American Forest & Paper Association, in 2008, makers of pulp, paper and packaging employed 445,000 people earning an estimated \$36 billion. With nearly \$140 billion in product sales annually, pulp, paper and packaging manufacturing represents a significant portion of the U.S. economy.²

About the Paper-based Packaging Industry

The Paperboard Packaging Alliance (PPA) is a joint initiative of AF&PA (www.afandpa.org) and the Paperboard Packaging Council (www.ppcnet.org). Through the PPA, the sustainable benefits of fiber-based packaging are being defined and communicated to maintain competitive advantage in the marketplace. In addition, efforts to educate designers of tomorrow include scholarships and an annual contest for university packaging students. For more information visit www.paperboardpackaging.org.

Corrugated Packaging Alliance: The Corrugated Packaging Alliance (CPA) is a joint initiative of the American Forest & Paper Association (www.afandpa.org), the Association of Independent Corrugated Converters (www.aiccbbox.org) and the Fibre Box Association (www.fibrebox.org). For more information, please visit www.corrugated.org.

¹Abundant Forest Alliance, www.abundantforests.org

²American Forest and Paper Association, www.afandpa.org

³American Forest and Paper Association, Fibre Box Association, www.afandpa.org, www.fibrebox.org

⁴Paperboard Packaging Alliance, www.paperboardpackaging.org

⁵Represents American Forest and Paper Association members only, www.afandpa.org

⁶U.S. Environmental Protection Agency and American Forest and Paper Association, www.epa.gov, www.afandpa.org

⁷Fibre Box Association, www.fibrebox.org

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