

For Immediate Release

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Paper-Based Packaging Industry Launches Campaign Highlighting Renewable and Sustainable Packaging Solutions.

Industrywide Initiative Touts ‘The Responsible Package’

LAS VEGAS, Nev. — Oct. 6, 2009 — The paper-based packaging industry today launched “The Responsible Package,” an industrywide campaign to promote the versatile and sustainable packaging solutions provided by paper-based products. The campaign is designed to advance the leadership position of paper-based packaging within the broader packaging industry, and leverage stakeholder companies’ existing sustainable practices and resources to educate and inform packaged goods manufacturers and packagers.

The Responsible Package initiative supports paperboard, corrugated and paper bag products, and will further the paper-based packaging industry’s commitment to providing renewable, recyclable and sustainable packaging that also is reliable and economically viable.

“Paper, paperboard and corrugated are sustainable packaging solutions made from a renewable raw material and recycled at very high levels,” said Peter Heist, vice president of International Paper and chairman of the Paperboard Packaging Alliance. “As manufacturers and consumers increasingly seek environmentally friendly products, The Responsible Package campaign will provide packagers with the tools they need to make decisions that meet their sustainability goals.”

The campaign, funded by the Paperboard Packaging Alliance (PPA) and the Corrugated Packaging Alliance (CPA), will raise awareness of the paper-based packaging industry’s sustainable practices and the responsibly made products it supplies. Additionally, it will champion the renewability of forest products, the high level of success in recycling paper-based products, and the versatility of paper-based packaging.

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Paper-based Packaging

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“The raw materials we use to make paper-based packaging are sustainably grown, managed and harvested specifically for the paper industry,” said Heist. “This renewable, natural resource is at the heart of sustainable packaging and paper goods.”

The paper-based packaging industry provides versatile packaging solutions to product manufacturers in the pharmaceutical and medical, food and beverage, and consumer goods industries, among others.

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.

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.aicccbox.org) and the Fibre Box Association (www.fibrebox.org). For more information, please visit www.corrugated.org.

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