

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 U.S. grows more trees than it harvests. The standing inventory (volume of growing trees) in U.S. forests has grown by 49 percent between 1953 and 2006.¹
- Sustainable Forestry Initiative® (SFI) participants alone plant 1.7 million trees each day in North America.
- One hundred percent of American Forest & Paper Association (AF&PA) members that source materials from forests participate in credible forestry certification systems, such as the SFI and the Forest Stewardship Council (FSC) that follow sustainable forest management practices.

Recyclable

- Paper-based packaging is reused and recycled more than any other packaging material. Paper and paperboard represent 75 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 72 percent. In 2009, 63.4 percent of all paper consumed in America was recovered for recycling, equal to 325 pounds for every man, woman and child.³
- In 2008, 81 percent of corrugated packaging/kraft papers were recovered for recycling.⁴
- Each percentage point increase in the U.S. paper recovery rate is equal to the recovery of an additional 800,000 tons of paper — enough to fill more than 10,000 railroad cars.³
- Paper packaging accounts for nearly three-quarters of all packaging materials recovered for recycling, totaling about 25 million tons.⁵
- In 2007, 87 percent of the U.S. population had access to curbside or drop-off paper recycling programs.³

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.⁶
- 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.⁷

Working together
for a sustainable future:

 Paperboard Packaging Alliance



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Paper-based Packaging

- Through SFI, FSC 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 and www.fsc.org.
- 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 megawatt hours annually, enough to power 2.7 million homes.⁵
- Carbon-neutral renewable biomass energy supplies approximately two-thirds of the energy used to make paper and paperboard, contributing to the products' cost-competitiveness.

Viable

- Paper-based packaging provides versatile and responsible packaging solutions for product manufacturers, retailers and consumers. In 2008, the corrugated packaging industry produced more than 40 billion packages for safe shipment of food, clothing and durable goods.⁸
- According to the American Forest & Paper Association, in 2010 makers of pulp, paper and packaging employed nearly 400,000 people. With nearly \$120 billion in product sales annually, pulp, paper and packaging manufacturing represents a significant portion of the U.S. economy.

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

¹Society of American Foresters. *State of America's Forests*. 2007.

²U.S. Environmental Protection Agency. *Municipal Solid Waste in the U.S. 2008 Fact & Figures*.

³American Forest and Paper Association, www.afandpa.org.

⁴American Forest and Paper Association and Fibre Box Association, www.afandpa.org, www.fibrebox.org.

⁵Paperboard Packaging Alliance, www.paperboardpackaging.org.

⁶Represents American Forest and Paper Association members only, www.afandpa.org.

⁷U.S. Environmental Protection Agency and American Forest and Paper Association, www.epa.gov, www.afandpa.org.

⁸Fibre Box Association, www.fibrebox.org.

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