

A photograph of three hikers (two men and one woman) standing on a rocky coastline at sunset. They are holding onto a rope, suggesting they are pulling each other up or across a ledge. The sun is low on the horizon, creating a warm, golden glow. The sky is a mix of blue and orange, and the ocean is visible in the background.

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Top 8 Takeaways from the Paper Packaging Naturally Circular Webinar

Featuring Allen Kirkpatrick from CCA, John Mullinder from PPEC, and Paul Schutes from RPA

Webinar took place April 22, 2020

1 The packaging industry has been identified as Essential and Critical to the economy across North America. The packaging industry associations lobbied intensely to provincial and federal levels of government to make this commitment.

2 The paper industry has been running flat out to supply paper products and shipping boxes to the many levels of Essential needs in North America. Food industry and personal care volumes have been significant along with medical supplies and e-commerce.

3 The paper industry has also reacted quickly to the Covid-19 crisis implementing lockdown initiatives that ensure continuity of supply and protection for employees e.g. web based medical support, e-meetings and conference calls between plants, truck driver protocols, staggered shift entry and exit and physical distancing.

4 Canada leads the world in Sustainable Forest Management with 170 million hectares certified. This represents almost 40% of the global certified forest hectares.

5 Most boxes and cartons made in Canada are 100% recycled content. Corrugated box recovery is at 98% for the 4th year in a row. Recycled paperboard is NOT more expensive than virgin paperboard.

6

There is a comprehensive certification program for food contact paperboard produced from recycled fiber. The code of federal regulations focus on curbside recovery, industrial scrap and industrial recovery. All certified products carry a trademarked symbol.

7

81% of consumers feel better about a company and a brand that uses recycled paperboard. 86% of consumers feel that they are doing something good for the environment when they purchase products packaged in recycled paperboard.

8

Laser cutting opens up new technical possibilities. Machines can laser cut and score on corrugated board without tooling or dies and in any quantity. When laser cutting is combined with digital printing, packaging is ready for market at record speed and changes can be made on the fly for different products or market segments at no cost.