



Sustainable Packaging Exposition

Corrugated Packaging: Responsibility starts here.

For more than a century, we've built a business philosophy dedicated to responsibility – from energy conservation to forest management to source reduction. That's what makes us the leaders in sustainable packaging, and what gives us the expertise to help Wal-Mart make the most responsible choices for its business and the environment.



Remove Packaging

By using corrugated, packaging designers can create innovative packages using fewer non-recyclable components. Because corrugated packaging is custom-designed and can be printed with high-impact graphics, it's a shipping container that can double as a merchandising package, reducing the amount of packaging required to successfully bring products to market.

Reduce Packaging

From 1994 to 2008, the amount of corrugated used to ship a unit of domestic industrial production decreased by 21 percent. Corrugated manufacturers continue contributing to the reduction by designing more efficient packages and stronger papers, and improving box plant converting processes.



Reuse Packaging

Corrugated is reusable by businesses and households for transport and storage. Hundreds of millions of corrugated containers are purchased annually that have been specifically designed for reuse by consumer packaged-goods firms, retailers, offices and industrial companies.

Renew (able)

Corrugated is made from renewable wood fiber grown by sustainable practices and recycled fiber. Ninety-three percent of all corrugated boxes produced in the U.S. are supplied by Sustainable Forestry Initiative (SFI) program participants. About 49 percent more wood grows in U.S. forests than is harvested, and the forest products industry plants 1.7 million new trees every day. Nearly 65 percent of the energy used by the U.S. paper industry comes from renewable biofuels.



Recycle (able)

Corrugated is highly recyclable. In 2009, 81.2 percent of all containers produced in the U.S. were recovered for recycling. While there are many uses for old corrugated containers (OCC), 60 percent of all recovered OCC goes into new corrugated containers. The average corrugated box is comprised of 46 percent recycled fibers. Less than 5 percent of corrugated containers used for packaging perishable items have been treated with materials that made them non-recyclable. Recyclable coatings are now available and the industry has developed a test protocol that, when passed, will allow coated boxes to be labeled for placement in the regular OCC recovery stream.



Revenue

The corrugated industry supplies efficient, effective packaging with consistent quality. We manage our operations with efficient use of energy and natural resources to maximize financial competitiveness. Corrugated is made in the U.S. in about 1,300 facilities providing jobs and benefits to more than 70,000 employees and their families. Corrugated is vital to U.S. distribution systems; it is the most frequently used shipping material because it is lightweight, functional and versatile. Its use contributes to more cost-efficient and fuel-efficient packaging of products.

Read

www.fibrebox.org, www.afandpa.org, www.aiccbox.org, www.corrugated.org, www.aboutSFI.org, www.fs.fed.us, www.paperrecycles.org

The Corrugated Packaging Alliance

The Corrugated Packaging Alliance is a corrugated industry initiative jointly sponsored by the American Forest & Paper Association (AF&PA), the Association of Independent Corrugated Converters (AICC) and the Fibre Box Association (FBA).

