

For Immediate Release

Editorial Contacts:

Paperboard Contact	Laurie Peterson
Organization	Bader Rutter & Associates
Title	Account Executive, Public Relations
Phone	(262) 993-1061
E-mail	lpeterson@bader-rutter.com

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.

- more -

Working together
for a sustainable future:

 Paperboard Packaging Alliance



theResponsiblepackage™
Paper-based Packaging

Paper-based Packaging Industry Announces New Initiative, Page 2

“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.

###

Working together
for a sustainable future:



theResponsiblepackage™
Paper-based Packaging

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

Working together
for a sustainable future:

