

Corrugated Packaging Alliance



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Corrugated Industry Campaign Helps Grocers Increase Recycling

INDIANAPOLIS, IN -- The Corrugated Packaging Alliance (CPA) is launching a new campaign to help retailers recycle more old corrugated containers (OCC) for revenue. The campaign promotes use and recovery of boxes treated for water and water vapor protection that are certified recyclable under the new, voluntary industry standard.

Informational materials will be sent to grocery retailers, fresh produce growers and shippers, and protein suppliers, to help them understand and benefit from the new recyclability standard. A **brochure** will be sent to retailers and their suppliers, explaining the recyclability standard and what it means for corrugated users. Retailers also will receive educational **signage** for display in areas where corrugated is sorted for recycling. The bilingual posters provide an easy visual reference to help employees identify and sort containers that are certified recyclable and marked with a Corrugated Recycles symbol.

"The corrugated industry is excited about the benefits retailers and the environment will reap from the introduction of the new recyclability standard for corrugated," said Dwight Schmidt, CPA's executive director. "The new standard demonstrates the industry's continued commitment to improving the environment by increasing corrugated recycling. Currently 73 percent of OCC is recovered for recycling - more than any other packaging material. The new standard enables

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retailers to maximize their OCC recycling revenues by requesting packaging that is certified recyclable. The CPA is providing retailers with resources and information to help them educate employees about the standard and properly identify and sort those containers for recycling."

For copies of the brochure and/or posters, contact the CPA at (800) 886-5255.

The Corrugated Packaging Alliance (www.corrugated.org) is a corrugated industry initiative jointly sponsored by the American Forest & Paper Association (AF&PA) (www.afandpa.org) and the Fibre Box Association (FBA) (www.fibrebox.org). Its mission is to foster growth and profitability of corrugated in applications where it can be demonstrated, based on credible and persuasive evidence, that corrugated should be the packaging material of choice, and to provide a coordinated industry focus that effectively acts on industry matters that cannot be accomplished by individual members.

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