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New Fact Sheets Address Corrugated Sustainability

ELK GROVE VILLAGE, IL (October 11, 2011) -- The Corrugated Packaging Alliance (CPA) has released two new Fact Sheets to answer common questions and provide insight on the sustainability of corrugated, expanding on the information released in the industry's life-cycle analysis report. The Fact Sheets address the topics of recyclable wax alternatives, and carbon sequestration.

"Growing interest in sustainability issues has increased the need for accountability in product claims. As a result, we're getting more questions from our corrugated manufacturing members whose customers want to know about related issues for corrugated packaging," said Dwight Schmidt, executive director of the Corrugated Packaging Alliance.

The CPA completed a life-cycle study in 2010 based on 2006 industry data. The LCA evaluated the performance of a 1-kilogram U.S. industry-average corrugated product throughout its entire life cycle, "cradle-to-cradle". It was conducted according to the International Organization for Standardization (ISO) 14040/44 standards and included the review of an expert panel.

The LCA confirmed the importance of recycling to reduce corrugated's environmental impact, because most of the global warming potential generated by the corrugated life-cycle occurs when unrecovered OCC goes to landfills. Development and use of **recyclable wax alternatives**, for corrugated containers requiring moisture protection, helps maximize potential recovery. **Carbon sequestration** and biogenic fuel use help minimize corrugated's environmental



impact before end-of-life. These two aspects of corrugated's life-cycle impact are described in greater, user-friendly detail in the new Fact Sheets.

The Fact Sheets, entitled "Use of Recyclable Wax Alternatives Increased 30 Percent in 2010, Bolstering Corrugated Sustainability" and "Carbon Sequestration Mitigates Corrugated Packaging's Global Warming Impact," are the first two in a series of Fact Sheets to be published by the CPA. Others will follow to address the most frequently asked sustainability questions. Fact Sheets are available online as downloadable PDFs at www.corrugated.org.

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The Corrugated Packaging Alliance (CPA, www.corrugated.org) is a joint effort among the American Forest & Paper Association (AF&PA, www.afandpa.org), Association of Independent Corrugated Converters (AICC, www.aiccbox.org), and Fibre Box Association (FBA, www.fibrebox.org). Its purpose is to address corrugated material and industry issues, covering containerboard manufacturing through box converting operations, by providing factual information with a coordinated industry focus that effectively acts on industry matters that cannot be addressed by individual members alone.