



## **FOR IMMEDIATE RELEASE**

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### **New “Responsibility Starts Here” Corrugated Sustainability Brochure Now Available**

ELK GROVE VILLAGE, IL (November 18, 2009) -- The Corrugated Packaging Alliance (CPA) has produced the first in a series of new communications tools addressing the sustainability of corrugated packaging. The new brochure, entitled “Responsibility Starts Here,” is available now.

The piece was designed to unfold like a box, with multiple panels opening up, left, right and down to reveal different aspects of corrugated’s sustainability. Each panel provides statistics and facts about one of the sustainable attributes of corrugated packaging (renewable, recyclable, reliable, viable, responsible). A flash-animated, electronic version will appear soon on the CPA website ([www.corrugated.org](http://www.corrugated.org)).

The brochure is the first new piece introducing the corrugated industry’s latest information on the sustainability of its products. New life-cycle analysis findings and more information will follow in 2010. For copies of the printed brochure, call (800) 886-5255.

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The Corrugated Packaging Alliance is a joint industry initiative sponsored by the AF&PA, AICC and FBA.



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**Responsibility starts here.**

*Corrugated packaging. Sustainable from the beginning.*

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Fibre Box Association | American Forest & Paper Association | Association of Independent Corrugated Converters