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**CORRUGATED PACKAGING ALLIANCE JOINS PAPER-BASED
PACKAGING GROUPS TO PROMOTE
THE RESPONSIBLE PACKAGE
AT PACK EXPO INTERNATIONAL 2010**

CHICAGO, IL (November 22, 2010) – The Corrugated Packaging Alliance (CPA) joined a group of associations in exhibiting at Pack Expo International 2010 to highlight the common benefits of paper-based packaging and “The Responsible Package” effort. Promoting the renewable, recyclable, and sustainable benefits of paper-based packaging, the paperboard, corrugated, and paper bag industries were represented in booth #C18 at the entrance to the North Hall concourse of McCormick Place (Chicago, IL).

Visitors to the Responsible Package booth tested their knowledge of paper-based packaging’s sustainable benefits by taking a short, multiple-choice quiz. For their efforts, more than 150 booth visitors were rewarded with gift cards for gourmet coffee served nearby in the convention center.

The Responsible Package initiative is an industry-wide effort to promote the versatile and sustainable packaging solutions provided by paper-based packaging. The campaign was launched with print advertising and direct mail in 2010. The Pack Expo exhibit is one element of an effort to champion the renewability of forest products, the high level of success in recycling paper-based products, and the versatility of paper-based packaging. The campaign messages were communicated through the Pack Expo exhibit to reach packaging buyers and specifiers as



well as consumer packaged goods (CPG) companies, retailers, non-governmental agencies (NGOs) and academics influencing packaging decisions.

Groups participating in the Responsible Package booth included:

- American Forest & Paper Association, www.afandpa.org
- Association of Independent Corrugated Converters, www.aiccbox.org
- Corrugated Packaging Alliance, www.corrugated.org
- Fibre Box Association, www.fibrebox.org
- Paperboard Packaging Alliance, www.paperboardpackaging.org
- Paperboard Packaging Council, www.ppcnet.org
- Renewable Bag Council
- Paper Shipping Sack Manufacturers' Association, www.pssma.com

Representatives of the participating organizations were on hand during Pack Expo to discuss the many benefits of paper-based packaging.

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