

## The Myth

Packaging is wasteful and unnecessary

## The Fact

Paper-based packaging protects goods, reduces waste and is recyclable



Packaging reduces waste. Recycling waste paper and packaging responsibly reduces litter and landfill.

Paper-based packaging can be part of a solution against global food wastage – which amounts to as much as 1.3 billion tonnes – one third of food produced worldwide for human consumption – by minimising wastage and food damage along the chain.

FAO, 2016

The primary function of packaging in all its forms; plastics, tins, glass and paperboard is to protect goods whilst in transit, storage and distribution. It prevents waste through breakage, spoilage and contamination, and extends product shelf life. A secondary, but important, purpose is to provide consumer information about the product and help with brand identity and differentiation. Minimizing waste, particularly food, is a vital global challenge.

Paper-based packaging protects and informs, and comes in all shapes and sizes – often commonly recognised as Corrugated or Cartons.

#### Corrugated:

- is one of the largest sectors within the packaging industry
- accounts for almost 30% of all packaging used and remains the most commonly used packaging material.
- protects around 75% of the UK's packaged goods in transit.<sup>9</sup>

#### Cartons:

- carry vital consumer information; legal, nutritional, safety, etc.
- can carry addition features like Braille, RFID
- allow high quality imagery to enhance product appeal



## Paper-based packaging.

- In the EU, more paper-based packaging is recycled than any other packaging material combined.<sup>10</sup>
- Efficient packaging reduces damage in transit to below 5%
- It prevents waste through breakage, spoilage and contamination, and extends product shelf life.
- Provides consumer information about the product and acts as a means of brand differentiation.



Paper-based packaging has an excellent environmental record. On average, UK manufactured corrugated boxes contain 76% recycled fibre. Once used, paper-based packaging is easy to recycle. In the UK and Europe, the collection of packaging is hugely successful with over 80% collected for recycling.<sup>11</sup> This superb recycling rate prevents an area of board the size of Greater London from going to landfill every four months.

Consumers prefer paperboard packaging. According to a recent survey,<sup>12</sup> 57% of UK consumers prefer paper-based packaging