SHAPING A SUSTAINABLE BRAND

7 reasons why paperboard rocks.



As the effects of climate change and environmental concerns are on everyone's agenda, both consumers and brands are on the lookout for more sustainable choices.

One way to become more sustainable is to make the switch from plastic packaging to something that has less climate impact. That's why paperboard is an obvious choice for many brands looking to reduce their carbon footprint.

We've chosen <u>seven reasons</u> why we think paperboard ticks all the boxes when it comes to sustainability.

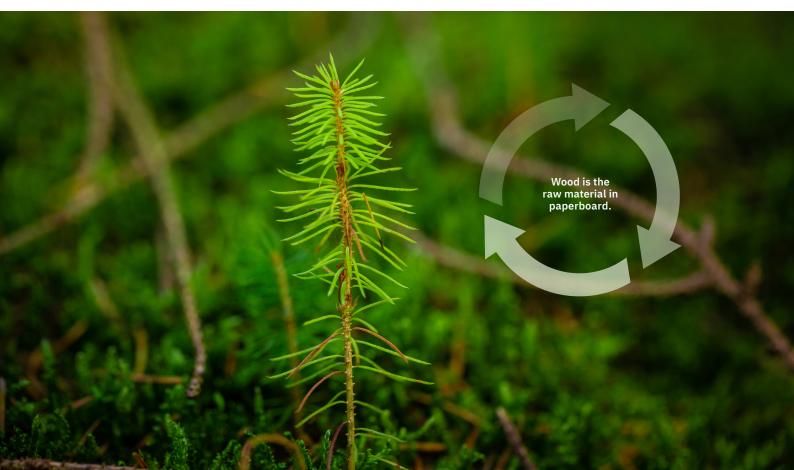


1. RENEWABLE RAW MATERIAL - IT GROWS AGAIN!

A renewable raw material is a natural resource that can be regenerated. If your ambition is to develop products and packaging with the lowest possible environmental impact, using renewable raw materials is key. As wood comes from trees, it's obviously renewable. Which means it's become pretty important as a raw material when it comes to developing a sustainable society.

If you've got a well-managed forestry system in place, where you make sure to replant the trees you take out, forests will regenerate themselves.

This type of forest management is known as "sustainable forestry." Aside from replanting what's been harvested, sustainable forestry also puts an emphasis on maintaining biodiversity to ensure that all species can thrive. Sustainable forest management enables a circular system that can go on forever – making wood a great material for sustainability.

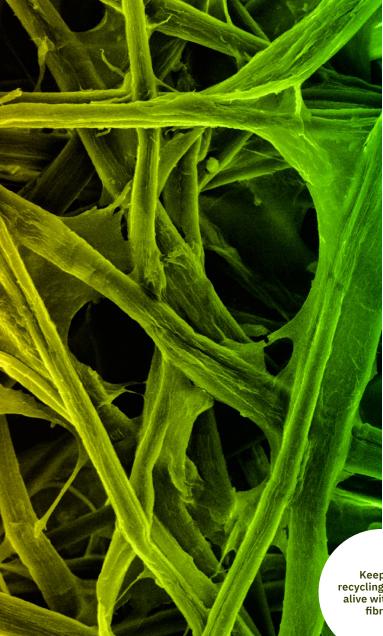


2.WOOD CAPTURES CARBON - AND SOAKS UP GREENHOUSE GASES

Forests absorb CO2 from the atmosphere and release oxygen for us to breathe. So it's obviously important to replant trees as you harvest them.

By combining sustainable forest management with innovative plant-based products, we can double the positive effects on the environment. The result is reduced fossil emissions and less impact on the climate.

3. FRESH FIBRES - AN IMPORTANT PART OF THE CHAIN



Fibres from sustainably managed forests are one of the key factors in maintaining a paper recycling system. And though a fibre can be recycled several times, its size, strength and durability deteriorates with each successive cycle. Because fibre cannot be recycled infinitely, fresh new 'virgin' fibres are needed to keep the recycling process going.

There's a constant need to feed the recycling process with paper products made from virgin fibres. The EU paper recycling system - one of the most efficient in the world - needs an input of close to 40 per cent in every cycle. Without that input, the recycling system would collapse.

The use of fresh fibres also ensures that the paperboard is stronger, cleaner, and can retain vibrant colours in print.

Keep the recycling process alive with fresh fibres.

4. LOW CLIMATE IMPACT - IN PACKAGING

With a global effort to reduce the use of plastics, consumers and businesses are increasingly seeking alternative materials. And in many cases, paperboard can totally replace plastic in packaging – and that can reduce the climate impact by more than 90 per cent.

It's not just that the material itself has a low climate impact, but in most cases paperboard packaging remains folded or flat until the products are packed which reduces the space the packaging solution takes up when transported to fulfilment centres. And that means fewer fossil fuel burning trucks are needed to transport them thereby further lowering the overall climate impact.

At every part of the chain, paperboard packaging saves more energy and has lower climate impact than other packaging solutions.



5. LOW CLIMATE IMPACT - IN PRODUCTION

The production of some materials, as well as their composition, can have a big impact on the environment.

Critical to a paper manufacturer's climate impact is the sourcing of energy. In the Nordic area the access to renewable and fossil-free energy is exceptionally high. In general, they have an advantage over their peers in continental Europe and Asia who must rely on energy from oil, coal or fossil natural gas to fuel their production.

Holmen Iggesund's mills in Sweden and the UK, have for more than a decade invested heavily in reducing the use of fossil fuels and are both running on at least 95 per cent non-fossil renewable energy.

This also means that the difference in carbon footprint between different papers and paperboards can be significant.



Producing paperboard the green way.

6. RECYCLABLE RAW MATERIAL - MAKE IT WORK AGAIN

Recycling is the process of taking used products and converting them into new materials, either as objects or energy. As an alternative to landfilling waste, recycling can prevent potentially useful materials from going to waste. For many years now, used paper and paperboard has been easy to recover – both as a raw material for recycled paper and paperboard products, but increasingly also for energy recovery from burning household waste. Paper products are naturally easy to recycle, as opposed to plastics where one type of plastic will contaminate the recycling waste stream of others.

The paper recycling infrastructure is by far the most developed material recycling system, with a recycling rate of over 70 per cent in Europe. Paper products can be mixed and processed in the recycling process, as opposed to plastics that need to be carefully sorted prior to recycling.



7. AFTERLIFE IMPACT – WHERE DOES IT END UP?

One of the most important things to think about when becoming more sustainable is where your product ends up. Viral images of our oceans filled with plastic have made us think about the afterlife of our products and packaging as never before.

As paperboard is made from wood (in other words, it's plant-based) it's naturally recyclable, and has the added benefit of being compostable. Not only that, but if the worst happens and the paperboard ends up as litter – then it easily biodegrades in nature or in the ocean. Holmen Iggesund 825 80 Iggesund, Sweden +46 650-280 00 info@iggesund.com

Holmen Iggesund is the premium paperboard company for purposeful solutions. We invite our customers and partners to be part of creating the next generation of sustainable packaging solutions and graphical applications together with us.

We are part of the Holmen Group, relying on our own sustainably managed forests to ensure a renewable material for centuries to come.

