



SHAPING A SUSTAINABLE BRAND

7 reasons why paperboard rocks.

**HOLMEN
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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 picked out seven reasons why we think paperboard ticks all the boxes when it comes to sustainability.



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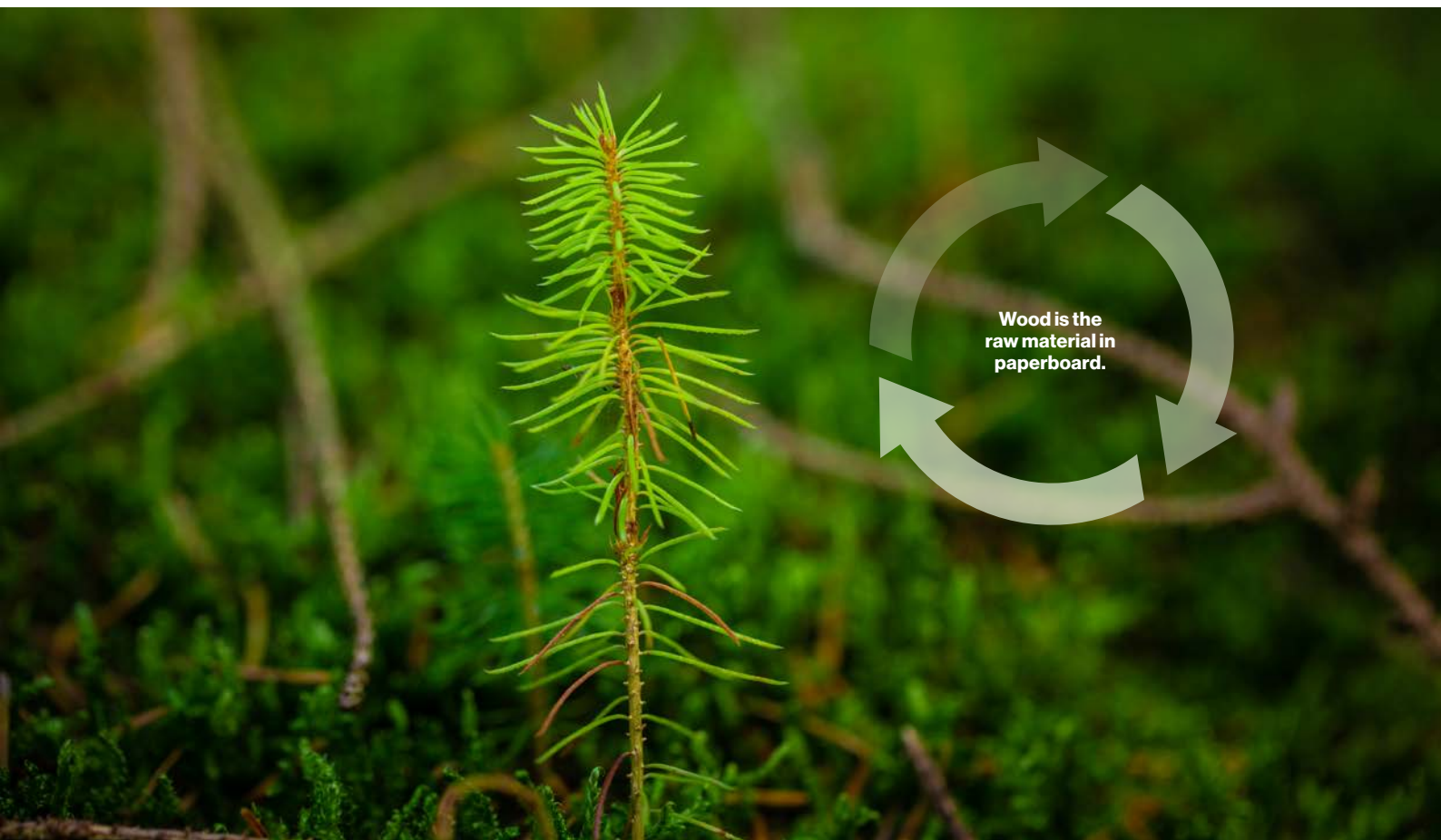
1. Renewable raw material – it grows again!

A renewable raw material is basically something that can be naturally regenerated. For a totally sustainable product, using renewable raw materials is the 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', maintaining biodiversity and allowing all species to thrive. This results in a circular system that can go on forever – making wood a great material for sustainability.



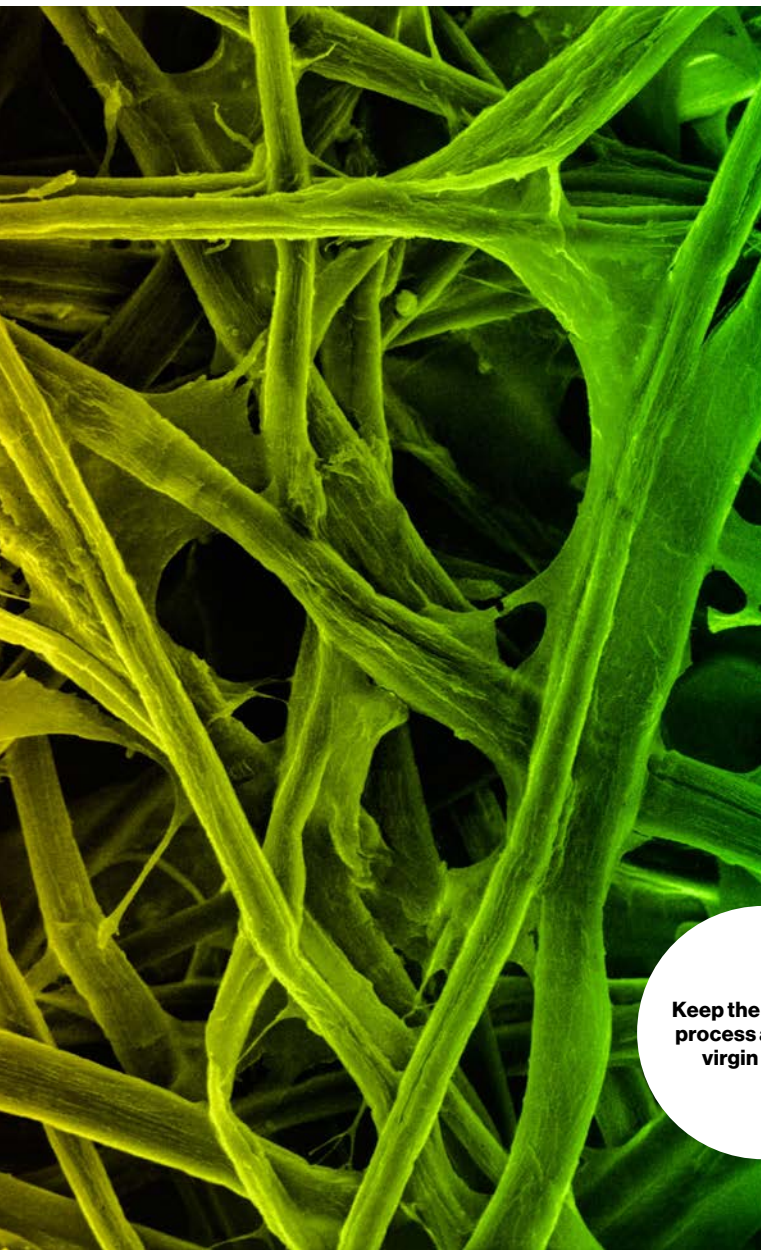
2. Wood captures carbon – and soaks up greenhouse gases

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 fuel emissions and less impact on the climate.

CO₂

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 (if the paper is of high quality), it can't go on forever. When you keep using recycled fibres they tend to weaken, so 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 use of virgin fibres also ensures that the paperboard is stronger, cleaner, and can retain vibrant colours in print.

**Keep the recycling
process alive with
virgin fibres.**

4. Low climate impact – in packaging

With a global effort to reduce plastics, consumers and businesses are looking more and more to other materials. And in many cases, paperboard can totally replace plastic in packaging – which 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 means that, thanks to its small volume and weight, a lot of energy is saved during the transportation stages.

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.

Over the years, the paper industry has massively improved its energy efficiency, with factories that use super energy efficient equipment. On top of that, most paper factories use biopower for their production. Some even use nothing else.

This helps to keep fossil emissions really low even though paper and pulp production has increased.



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 conventional waste disposal, recycling can prevent potentially useful materials from going to waste.

For a long time, used paper and paperboard has been easy to recover – both as a raw material for recycled paper and paperboard products and increasingly for energy recovery from burning household waste. Paper products are naturally easy to recycle, as opposed to plastics where different types need to be carefully sorted prior to recycling.

The paper recycling system is by far the most developed material recycling system, with a recycling rate of over 70 per cent in Europe.



70%


of all paper products
in Europe are
recycled.



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.



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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.

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