

## THE MYTH

“We use too much  
paper **PACKAGING**”

## THE REALITY

- Paper used for packaging protects goods, avoids damages and reduces **waste**.
- Paper based packaging is **100% recyclable** and completely biodegradable.
- Paper packaging is still the consumer's **first choice**.
- Paper comes from a renewable material, wood.

Paper based packaging is 100% recyclable and becomes new paper all over again. More than 50% of the paper manufactured in Europe is made from recycled materials and 9 out of 10 newspapers come from recycled papers. Paper can be recycled and is completely biodegradable. Paper packaging is also the cleanest solution for packaging foodstuffs as there is no need for washing or drying, thus no use of water or detergents, in order for it to be safe. It also comes from a renewable material, wood.

Paper packaging is also practical, strong, light and versatile. Other packaging materials can be sturdy but relatively heavy and inadaptible; they can be light but not easily filled or stacked for transportation. Paper cartons are the most practical option in many ways. Paper packaging can be part of a solution against global food wastage, which amounts to as much as 1,3 bn tons<sup>1</sup> – one third of that produced worldwide – by minimising wastage

and food damage along the chain. Studies show that without efficient and protective packaging, a big part of food in developed countries would be spoiled!<sup>2</sup>

Consumers prefer paper packaging. According to a consumer survey<sup>3</sup>, nine out of ten European consumers would choose paper-based packaging or labels over other materials, while 87% agree that paper-based packaging is more convenient, since there is no reason to worry about not being able to open a package or not being able to reclose it. 93% agree that manufacturers should use more paper-based packaging and labels because they are more environmentally friendly.

1. Fefconnect, September 2011

2. Appropriate food packaging solutions for developing countries

3. Consumer survey on packaging, PaperImpact, 2007