



**Corrugated
Recycles**



Notes for Buyers and Specifiers of corrugated packaging

From May 2007 the UK corrugated industry will run a continuous campaign based around the “Corrugated Recycles” logo. This is an internationally recognised symbol, used widely in the USA, Canada, Latin America, Japan and several countries in the Far East.

The purpose of the campaign is to raise awareness of the recyclability of corrugated boxes.

The recycling performance of the UK corrugated industry speaks for itself:

- On average, corrugated boxes produced in the UK are made from 76% recycled materials. Many corrugated boxes are made from 100% recycled materials.
- 84% of all corrugated boxes consumed in the UK marketplace are recycled after they have been used.
- Corrugated boxes have one of the best recycling rates for any packaging material, and only a very small percentage of corrugated boxes end up in landfill



The objective of the “Corrugated Recycles” campaign is to print the “Corrugated Recycles” logo in a clearly visible position on every printed corrugated container made in the UK.

The benefits of the campaign will be to raise the awareness of one of the key benefits of corrugated packaging – its exceptional recycling rate – and by association, your company’s green credentials will be reinforced as well.

Why should you, as a Buyer or Specifier of corrugated packaging, choose to join in the “Corrugated Recycles” campaign?



- Every corrugated box you buy will promote your company’s green credentials to your customers, and to your customers’ customers. Every box will be a statement that you are aware of your green responsibilities, and have done something about it.
- The “Corrugated Recycles” is a globally recognised symbol that has international clout behind its key message. Your company will be seen to part of a global movement.



Confederation of Paper Industries Ltd
1 Rivenhall Road, Swindon, Wiltshire SN5 7BD
Tel: 01793 889600 Web: www.paper.org.uk



Sheet Plant Association
24 Grange Street, Kilmarnock, KA1 2AR
Tel: 01563 570518

- The “Corrugated Recycles” campaign is a no-cost offer for printed boxes. The price you pay for your printed box is unchanged, whether it includes the “Corrugated Recycles” logo or not.

Your corrugated supplier has further copies of this Briefing Note. Copies are also available from <http://www.paper.org.uk/corrugatedrecycles.htm>

Please contact your usual corrugated sales person if you need any further information about the “Corrugated Recycles” campaign. Alternatively, please contact Andrew Barnetson, CPI Corrugated Sector Manager, on 07775 771662, email abarnetson@paper.org.uk, or visit our website, <http://www.paper.org.uk/corrugatedrecycles.htm>.

Thank you for joining the “Corrugated Recycles” campaign, and for choosing corrugated as your preferred packaging material.



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