

## Corrugated packaging is good for society

By Richard Coward, Chairman of the Confederation of Paper Industries (CPI) Corrugated Sector



Richard Coward

**Many fundamental questions continue to be asked about our international financial system and the values behind capitalism. It's right that these questions should be asked and the answers may lead to a better way forward.**

But there is one aspect of our current system which has clearly been a force for good, and that's the development of a consumer society where people have more choice, more possibilities of comfort and pleasure than ever before in history.

Corrugated packaging represents 75% of all transit packaging and continues to play an enormously important role in underpinning the way we live our lives today. In some less developed countries, waste due to damage or neglect in the supply chain can exceed 40% - here in the

UK it's less than 3%.

The record of corrugated packaging as a sustainable material is becoming very well known. With every corrugated pack containing, on average, 75% recycled fibres and with a recycling rate of over 80%, corrugated has become a catalyst for taking cost and carbon out of supply chains.

Our political leaders are recognising the importance of corrugated packaging to the efficient workings of our consumer society. At a recent Parliamentary event, Dan Rogerson MP, Chair of the All Party Parliamentary Group on Packaging, said: "I've seen in my own constituency the importance of the Corrugated Packaging Industry to the local economy. This is a product that minimises waste while ensuring that goods arrive safely at the retailers. And, of course, it can be recycled. It's a good news story – a great story to tell".

The Corrugated Packaging Industry, through CPI, has been lobbying Government hard during 2011 to encourage policies that will attract more manufacturing in the UK. This work will continue during 2012 as we believe that a vibrant manufacturing sector is essential to put our economy onto a healthier footing.

As we look ahead to 2012, we are committed as an industry to staying very close to our customers, listening to what they have to say about our products and the way we provide services to them. We have a major research programme under way right now. I'm confident that we will continue to create innovative products and services that result in further efficiencies for customers, and help maintain the upward trend of product choice and quality available to consumers.

**ENDS**

For further information please contact Andrew Barnetson, Director of Packaging Affairs, on 01793 889602 or email [abarnetson@paper.org.uk](mailto:abarnetson@paper.org.uk).

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## Notes to Editors

CPI is the voice and face of the UK's Paper-Based Industries, representing recovered paper merchants, paper and board manufacturers and converters, corrugated packaging producers and makers of soft tissue papers.

- CPI represents 72 Member Companies, with a combined annual turnover of £4 billion and 19,600 personnel.
- Over 80% of all corrugated cardboard boxes are recycled, giving the corrugated industry the best UK recycling rate of all packaging materials.
- For additional information on the UK Paper Industry, in the first instance, please contact Annabel Acton, Communications Manager, on 01793 889612 or email [aacton@paper.org.uk](mailto:aacton@paper.org.uk)
- Alternatively, please visit: [www.paper.org.uk](http://www.paper.org.uk)