

From single-use plastic to paper?

To date

95%

of plastic packaging material is disposed of after a short first use.

Only

14%

of plastic packaging is collected for recycling (this drops to 5% actual recycling by removing losses in sorting and reprocessing).

Plastics are mostly recycled into lower value applications in turn no longer recyclable after first use, and the recycling rate is well below the rates for paper (58% globally) iron and steel (70-90%).

Comparative analyses of the life-cycle impacts (LCA) of both materials need to be developed. It is useful to start with two early green benefits.

Paper comes from a renewable source (pulp) that can be sustainably handled according to FSC® guidelines.

Paper-based products are mostly recyclable and have a lower impact on the environment from an end-of-life perspective.

What we do

- 1 Offer solutions with our best paper-based applications, hallmarked by excellent technical and aesthetic qualities.
- 2 Develop comparative LCAs.
- 3 Scientifically assess the impact of coatings used on our papers.
- 4 Appropriately evaluate the effects on the end-of-life and recycling of paper.
- 5 Pursue and deepen collaboration with our major suppliers.
- 6 Market papers and labelstock with third-party certifications of recyclability.
- 7 Gradually replace plastic films with recycled content or bio-based materials.
- 8 Gradually replace non-recycled plastic-based packaging of our products.