



Why cartons?

Advances in technology have enabled packaging specialists to design and manufacture high-quality cartons in truly bespoke forms. Cost-effective and appealing, unique styles offer product differentiation. Added extras such as striking print finishes, anti-counterfeit and security features **add value where it most counts: on the shelf!***

Cartonboard can also readily be combined with other materials for added impact; a successful multi-substrate combination can provide even greater versatility and value.*

Factor in cartonboard's impressive green credentials and you have pretty much the **perfect sustainable packaging solution:** recyclable / recycled, biodegradable and compostable, with a carbon footprint that's **unmatched among other packaging materials!***

We all know that quality packaging already helps to support the environment by minimising waste. By utilising cartons more widely, manufacturers and retailers can move one step further towards a more sustainable industry.

These forests also play an important role in controlling climate change. Carbon

dioxide is absorbed and fixed in the ground via the roots and stumps, while the wood fibres that are made into cartonboard also store carbon in the finished product. Recycling the cartons keeps the CO₂ locked in and prevents it returning to the atmosphere.

Recycled fibre now accounts for up to half the materials used in production, and the board mills themselves derive around 50% of their primary energy from wood by-products, making them less reliant on traditional fossil fuels.

Cartonboard is made from wood fibres, around 80% of which comes from well-managed European forests;

New plantings outstrip by far the wood harvested each year;

Forests provide a rich natural habitat for plants and animals and bring economic benefits to local communities.

By utilising cartons, every stage of the supply chain can be carefully controlled, ensuring products arrive on the shelf on schedule and in great shape. Improvements in cartonboard production processes have led to substantial

reductions in carton weight over the years and with raw materials readily available from sustainable sources, cartons remain consistently cost effective.

Cartons are easy to stack, in the warehouse, in store and at home, and can be recycled widely, with no complex sorting required.

Cartons provide the ideal opportunity to communicate a persuasive marketing message right on the shelf.

*Source, BPIF cartons.

Trenton Box Co Ltd

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