



Recycled Content

What you can say about recycled content in Canada.

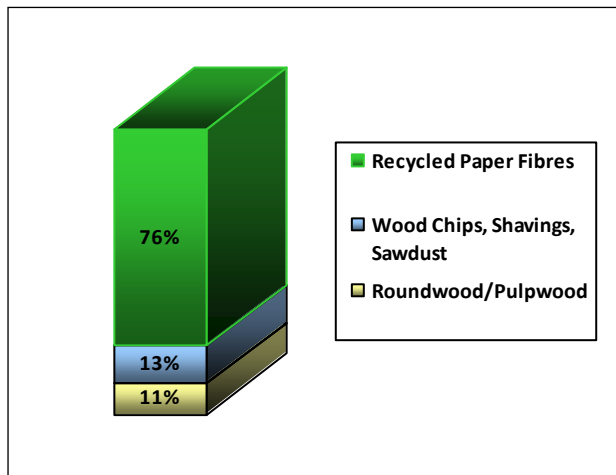
- 1) The reference document for this information is Environmental claims: *A guide for industry and advertisers*, developed by the Canadian Standards Association (CSA) in partnership with the Competition Bureau Canada. See www.competitionbureau.gc.ca.
- 2) Recycled content is understood to be an *average* measurement since the amount of recycled content used in a mill can vary over different production runs. A 12-month rolling average is commonly used. Some customers request their specific averages.
- 3) Recycled content average *refers only to the paper fibre component* (it does not include other non-fibrous materials that may be added to the box, bag or carton). We suggest you use the word “paper” rather than “fibre” since it is more commonly understood by consumers.
- 4) Mill broke is *not* to be included in any calculation of average recycled content. Broke is regarded as part of the original production process. However, corrugated cuttings and boxboard trim can be counted as part of a mill’s average recycled content because they are paper materials coming from off-site back to the mill for recycling.
- 5) PPEC supports the position that no distinction should be made that implies that post-consumer recycled paper is somehow superior to pre-consumer recycled paper. However, some customers do ask for this breakout. Here are the definitions:

Pre-Consumer: Material diverted from the waste stream during a manufacturing process. Excluded is reutilization of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process that generated it. (Corrugated cuttings and boxboard trim are examples of pre-consumer recycled).

Post-Consumer: Material generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.

- 6) For the appropriate recycled content logo, it's positioning, and guidelines on wording, refer to the reference document noted at 1) above.
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Canadian Mill Average Recycled Content of Paper Packaging (Domestic Shipments, 2012)



Average Recycled Content By the Numbers	
Paper Packaging	76%
Containerboard	81%
Boxboard	70%
Kraft Paper	35%

Canadian Domestic Shipments (2012)