



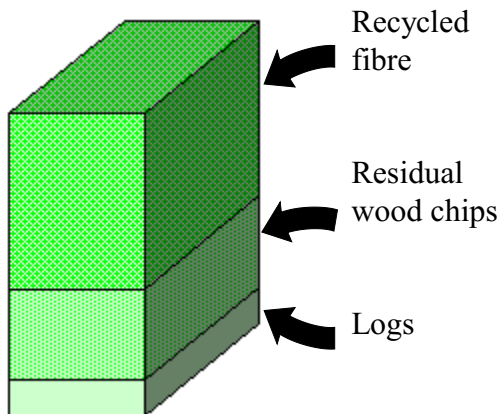
KRAFT PAPER PACKAGING

Kraft bags and sacks can be essentially divided into two categories: the paper bags used to carry groceries, and the multiwall sacks that contain anything from flour and cement to donuts and pet food.

❑ Made from a renewable resource

The paper industry maximizes use of the forest resource by making most kraft paper packaging out of wood chips left over from lumber manufacturing. It also uses wood waste (bark and sawdust) as fuel to generate steam and power in the production process.

The forests themselves are a renewable resource, replanted or allowed to naturally regenerate across Canada. Some 80% of Canada's commercial forest area is public land and the various provinces closely regulate its use to ensure a sustainable resource. Factors taken into consideration include losses due to forest fires, insect infestation, disease and harvesting.



Indeed, Canada is the first country in the world to have a national sustainable forest management standard in place. The standards, recently approved by the Canadian Standards Council after multi-stakeholder negotiation, are based on internationally recognized criteria designed to link in with the ISO 14000 environmental standards currently being developed.

❑ Meeting strength requirements

Kraft is the German word for strong. One of the key performance requirements of kraft paper packaging is that it stands up to the demands of filling, handling and transportation without breaking. The northern softwood fibre which is used in the manufacture of Canadian kraft paper is renowned on world markets for its strength. By meeting strength performance requirements Canadian kraft paper competes successfully on world markets.

By using stronger paper, less fibre (packaging material) is required.

❑ More and more recovered

Kraft paper packaging is reusable and recyclable. It is excellent fibre for recycling into other packaging. Kraft fibre will always be in strong demand by recycling mills because of its strength qualities.

Paper bags can also be used to separate different types of recyclables for easy pick-up at curbside and to collect leaf, yard and food wastes for composting. The bags degrade along with the compost, avoiding costly debagging machinery and labour.

PPEC and the Paper Bag Council of the Canadian Pulp and Paper Association launched a *Brown Bag Canada* initiative in 1994, designed to boost recovery of paper grocery bags for recycling into new paper products. This has been very successful in raising awareness of the environmental attributes of kraft paper packaging.

Other environmental information

- The paper industry has reduced its fossil fuel consumption by 20% between 1990 and 1994 — shifting to waste wood and biomass.
- No ozone-depleting substances are used in production.
- Over 97% of inks used for printing are water-based and non-toxic.
- The industry has completed a \$5-billion pollution abatement program which has effectively eliminated dioxins and furans and sharply reduced other pollutants in the waste stream of its facilities.
- In fact it recently announced an \$89-million project to develop paper mills that generate virtually no effluent — closed-cycle technologies which will keep it in the forefront of environmental technology.

The Paper and Paperboard Packaging Environmental Council (PPEC) is a national umbrella group representing both packaging mills and packaging converters on environmental issues.



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