



## FOR IMMEDIATE RELEASE

### RECYCLABLE ALTERNATIVE COATINGS FOR CORRUGATED PACKAGING NOW OUTPACE WAX COATINGS

All data reported are USA based

ITASCA, IL (October 13, 2015) – A new study shows more corrugated boxes are shipped with recyclable alternative coatings than are shipped using traditional wax coatings for the first time since the introduction of the corrugated industry’s recyclability protocol in 2005. In 2014, the corrugated industry shipped 10.6 billion square feet of boxes using recyclable wax alternative coatings versus 9.8 billion square feet of waxed boxes.

Wax coatings on boxes have been traditionally used as a moisture barrier to preserve the strength of a corrugated container holding wet or iced products such as fresh fruits and vegetables, meat, poultry, and seafood.

By developing and using wax alternatives, the industry continues to increase the amount of recyclable corrugated packaging.

- In 2014, the corrugated industry shipped 10.6 billion square feet of boxes using recyclable wax alternative coatings. That’s over 708 percent more than the 1.3 billion square feet shipped when first measured in 2002.
- Progress has been made in replacing all types of wax treated boxes (cascaded, impregnated, and curtain-coated) with recyclable treated boxes.
- 47 recyclable wax alternatives have passed certification testing for repulpability and recyclability and have been registered with the Fibre Box Association as of October 2015.

#### **Corrugated recovery is a true success story.**

During the past decade, the recovery rate for old corrugated containers continued to climb, hovering near 90 percent for the past four years. Today, more corrugated packaging is recovered for recycling than any other packaging material primarily due to tremendous recovery efforts at supermarkets and retail collection where OCC is baled, then sold to generate substantial revenue and to improve store profitability.

Dennis Colley, executive director of the Corrugated Packaging Alliance, said, “Corrugated is the most reliable, cost-effective and sustainable package available for transporting most products, including those requiring moisture protection such as fresh produce. Even those boxes can be made with recyclable materials. The continuous decrease in wax coatings means that renewable, recyclable corrugated can be used for even the most demanding applications.”

For more information about recyclable wax alternatives, including a [fact sheet](#), visit [www.corrugated.org](http://www.corrugated.org).

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The Corrugated Packaging Alliance (CPA) is a corrugated industry initiative, jointly sponsored by the American Forest & Paper Association (AF&PA), the Association of Independent Corrugated Converters (AICC), the Fibre Box

Association (FBA) and the Technical Association of the Pulp and Paper Industry (TAPPI). Its mission is to foster growth and profitability of corrugated in applications where it can be demonstrated, based on credible and persuasive evidence, that corrugated should be the packaging material of choice; and to provide a coordinated industry focus that effectively acts on industry matters that cannot be accomplished by individual members. CPA members include corrugated manufacturers and converters throughout North America.

The Canadian Corrugated and Containerboard Association is a Federally Registered Trade Association representing Canadian manufacturers of containerboard and corrugated paperboard shipping containers and displays. Our mission is to lead by advancing the competitiveness of the Canadian paper packaging industry; by embracing sustainability in all its forms (environmentally responsible, economically viable, socially desirable); by protecting the health and safety of our stakeholders; and to communicate this to our customers, governments, and the public at large. CCCA members include mills and converting operations throughout Canada as well as a broad base of key suppliers. [www.cccabox.org](http://www.cccabox.org)