

# PAPERBOARD PACKAGING SOLUTIONS. RENEWABLE, NOT TO MENTION REMARKABLE.



Together, we win.®



# WHEN BRANDS SHOW DEDICATION, CONSUMERS DO TOO

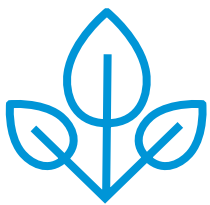
**Consumers and brands understand that sustainable packaging has serious shelf appeal.** Based on a WestRock study<sup>1</sup>, overwhelmingly, consumers check out the messaging on product packaging to learn about a brand's commitment to sustainability. Additionally, they are even more likely to purchase the product if the packaging itself is sustainable.

## WHEN IT COMES TO CONSUMERS LEARNING ABOUT A BRAND'S SUSTAINABILITY EFFORTS, PACKAGING RANKS HIGHEST



## SUSTAINABLE PACKAGING PAYS OFF

**44%**



of consumers say they check for recycling instructions on a package **BEFORE** they buy it; **50%** for Millennials

**62%**



indicate they would be more likely to purchase a product if the package says it's recyclable; **64%** for Millennials

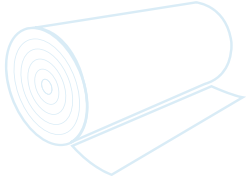


**48%**

of consumers say they will pay **MORE** for products in environmentally friendly packaging; **54%** for Millennials

## THE RIGHT MATERIAL MAKES A WORLD OF DIFFERENCE

Consumers are not only influenced by the sustainability information printed on the package, but also the materials used to make the package. Our research shows that consumers perceive paperboard as a more sustainable packaging option when compared to plastic—regardless of application.



**74%**

of consumers say **packaging materials** are an important way companies can communicate their interest in, and support of, environmental concerns

### Cups



**50%  
MORE**

consumers view **paper cups** as environmentally friendly when compared to plastic cups and **2x** more when compared to foam cups

### Carded Packaging



**50%  
MORE**

consumers view **paper carded packages** as environmentally friendly compared to plastic clamshells

### Trays



**MORE THAN  
2X**

as many consumers say **paper trays** are environmentally friendly when compared to plastic trays

# WESTROCK DELIVERS SUSTAINABLE PAPERBOARD SOLUTIONS

At WestRock, we help you meet consumer demand for sustainable packaging with paperboard products made from natural wood fiber—a renewable resource. Many of our fiber-based solutions are recyclable and reduce or completely eliminate the need for plastic.

Together, we can craft an innovative, fiber-based solution that can help you accomplish your sustainability goals and stay competitive in the marketplace. **Visit us at [westrock.com/renewableproducts](https://www.westrock.com/renewableproducts).**

# YOUR SUSTAINABILITY GOALS. OUR SUSTAINABLE SOLUTIONS.

We offer a wide selection of renewable paperboard and packaging solutions, and partner with you to develop customized packaging that meets your sustainability goals. Learn more at [westrock.com/renewableproducts](https://www.westrock.com/renewableproducts)

FEATURED PRODUCTS	MADE WITH RENEWABLE MATERIALS	PLASTIC REDUCTION	WIDELY RECYCLABLE	COMPARE TO
<b>FOODSERVICE</b>				
<b>TruServ® Compostable Cupstock Paperboard</b> <ul style="list-style-type: none"> <li>• BPI-certified compostable paperboard ideal for cup applications</li> <li>• Made using a plant-based material</li> <li>• Performs on par with LDPE coated cupstock</li> </ul>	●	●		Plastic or Foam Cups
<b>EnShield® Paperboard</b> <ul style="list-style-type: none"> <li>• Recyclable SBS paperboard</li> <li>• Kit 5 level oil and grease resistance</li> <li>• No use of LDPE or perfluorochemicals (PFCs)</li> </ul>	●	●	●	Plastic or Foam Clamshells
<b>EnShield® Natural Kraft Paperboard</b> <ul style="list-style-type: none"> <li>• Recyclable uncoated kraft paperboard with a natural appearance</li> <li>• Kit 12 level oil and grease resistance</li> <li>• No use of LDPE or perfluorochemicals (PFCs)</li> </ul>	●	●	●	Plastic or Foam Clamshells
<b>Bio-Pak® Foodservice Containers</b> <ul style="list-style-type: none"> <li>• Renewable paperboard foodservice containers</li> <li>• 92% reduction in plastic usage<sup>2</sup></li> <li>• No perfluorochemicals (PFCs)</li> <li>• Superior oil, grease and moisture barrier</li> <li>• Available in a variety of sizes and custom prints</li> </ul>	●	●		Plastic or Foam Clamshells
<b>BEVERAGE</b>				
<b>CanCollar® Multipack Solution</b> <ul style="list-style-type: none"> <li>• Durable paperboard multipack for small scale applications</li> <li>• 75%-95% reduction in plastic usage<sup>2</sup></li> <li>• Saves production space, driving logistics and labor efficiencies</li> <li>• Natural-looking surface supports printed brand imagery</li> </ul>	●	●		Plastic Clip
<b>Cluster-Pak® Multipack Solution</b> <ul style="list-style-type: none"> <li>• Fully scalable paperboard wrap ideal for high-speed automated filling lines</li> <li>• Made from renewable and recyclable paperboard</li> <li>• Superior billboarding for maximum shelf presence</li> <li>• Robust locking closure that eliminates glue</li> </ul>	●	●	●	Plastic Rings or Shrink Film
<b>DuoWing™ Multipack Solution</b> <ul style="list-style-type: none"> <li>• Fully scalable paperboard carton for high-speed filling line applications</li> <li>• Made from renewable and recyclable paperboard</li> <li>• 360° billboard visibility for maximum shelf presence</li> </ul>	●	●	●	Plastic Rings or Shrink Film
<b>RETAIL FOOD / OTHER</b>				
<b>MicroCook® Paperboard</b> <ul style="list-style-type: none"> <li>• Durable paperboard with 90%+ reduction in plastic usage<sup>2</sup> for on-the-go applications</li> <li>• Renewable, sustainable alternative to microwavable plastic</li> <li>• Excellent printability maximizes shelf appeal</li> </ul>	●	●		Plastic or Foam Cups
<b>TruServ® Pressed Tray Paperboard</b> <ul style="list-style-type: none"> <li>• Renewable, sustainable paperboard alternative to heatable plastic trays</li> <li>• 90%+ reduction in plastic usage<sup>2</sup></li> <li>• Thermal stability—from freezer to oven and microwave</li> <li>• Excellent printability for eye-catching graphics</li> </ul>	●	●		Plastic or Foam Trays
<b>NatraLock® Paperboard</b> <ul style="list-style-type: none"> <li>• Renewable, sustainable paperboard alternative to plastic clamshell packaging</li> <li>• 60%+ reduction in plastic usage<sup>2</sup></li> <li>• Highly durable and available with tear resistance</li> <li>• Exceptional printability for maximum shelf appeal</li> </ul>	●	●		Plastic Clamshell

<sup>2</sup> Based on comparison to 100% plastic packaging.

[westrock.com](https://www.westrock.com)

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To find out more about the studies, go to [westrock.com/findoutmore](https://www.westrock.com/findoutmore)

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