

CORRUGATED CARDBOARD

General Facts

- ♻️ Cardboard is a paper-based packaging material. It's versatility, strength and hygienic qualities mean that a wide range of products can be stored, such as perishable, fragile, hot or cold items.
- ♻️ Cardboard boxes can be made from two types of paper based material – solid board and corrugated board (three pieces of paper bonded with the middle piece being 'fluted' in a rolling 'S' shape).
- ♻️ An advantage of paper is that it can be treated with coatings that, in different combinations, will make the board suitable for use in extreme temperatures and/or resistant to water and grease.
- ♻️ Cardboard boxes can be made using mostly recycled fibre or new material, but these new ('virgin') fibres come from sustainably managed forests.

It remains the nation's (and world's) favourite packaging material, mainly because of its environmental, economic and aesthetic qualities.

Environmental

- ♻️ Cardboard is a sustainable resource. It is recyclable and bio-degradable.
- ♻️ A majority of the fibre used to make paper for Corrugated comes from recycling, whilst new/virgin fibre typically comes from forest thinning and sawmill waste. Fibres can be recycled up to seven times; boxes can be back on the supermarket shelf 14 days after collection for recycling.
- ♻️ The fibre used in cardboard manufacture already contains more than 75% recycled content (average), many boxes are 100%.
- ♻️ The Industry manages forests effectively with more trees planted than used. Moreover, Europe's forests are increasing by an area equivalent to 1.5 million football pitches every year.

Economic

- ♻️ Cardboard is lighter than many other types of packaging, meaning it cuts down on transportation costs and reduces emissions.
- ♻️ It is a durable material with great space efficiency, which means boxes can be easily stacked on top of each other offering the best possible use of space, protection and insulation for the product both in the warehouse and in transit.

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- 🌱 Packaging can be shelf-ready (the same box is used to transport the product and display it on the shelf in the shop) or floor standing (also known as point of sale (POS) or display), meaning no extra packaging is required. This makes it simpler and cheaper for the company to store, display and replenish its product and improves the buying experience for the customer.
- 🌱 Cardboard is cut with great precision, stopping the contents from moving around, and making it the ideal choice for protecting items such as computers.
- 🌱 Cardboard containers can carry heavy and wet products due to advances in engineering design and waterproofing.
- 🌱 Short lead times mean industry can adapt quickly.

Aesthetic

- 🌱 The unique characteristics of Cardboard allow easy printing in different colours and designs.
- 🌱 Printing can provide information to consumers such as instructions, ingredients and nutritional value.
- 🌱 Printing and graphics are also used to promote and advertise brands.
- 🌱 This has led to the development of shelf-ready packaging, which allows companies to use the same boxes to transport goods and display them in shops. So they can promote their brands without the need for additional packaging.