

# CARTONBOARD

Packaging material for  
a better world

Slovenian Paper Days 2017  
Bled, 21<sup>st</sup>/22<sup>nd</sup> November 2017



# PRO CARTON

for more cartonboard  
packaging



**PRO CARTON**  
PACKAGING FOR  
A BETTER WORLD



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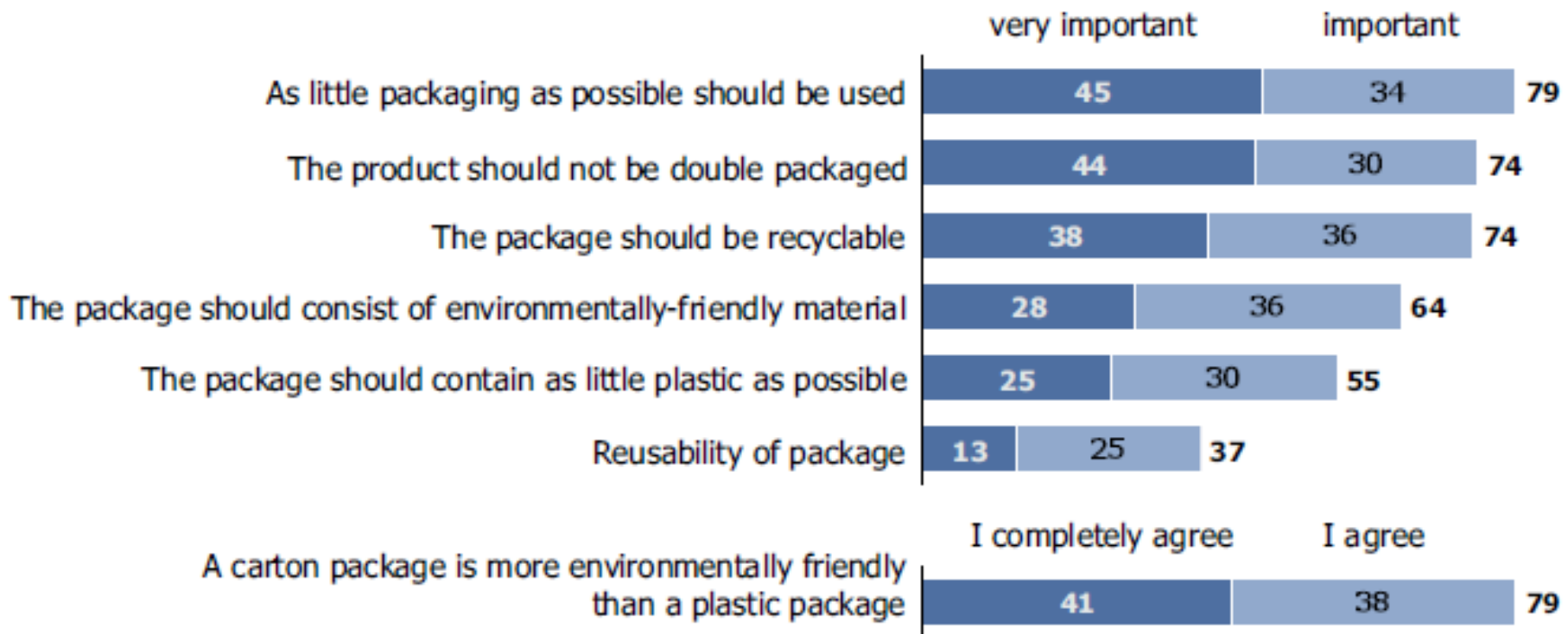




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# CARTONBOARD

is the better alternative  
to plastic



# CARTONBOARD

does not create  
plastic waste



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# CARTONBOARD

is made from a renewable  
resource



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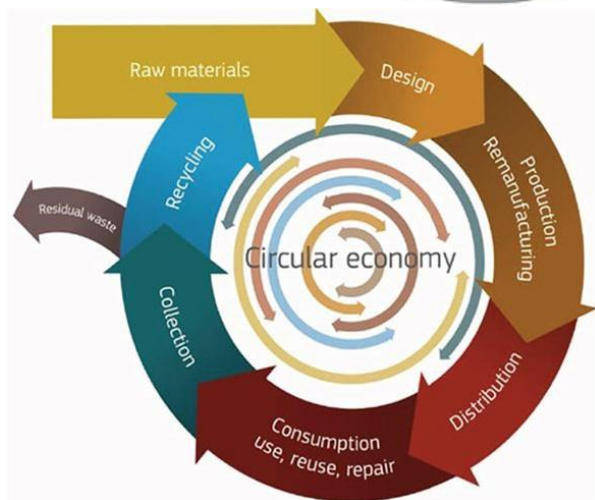
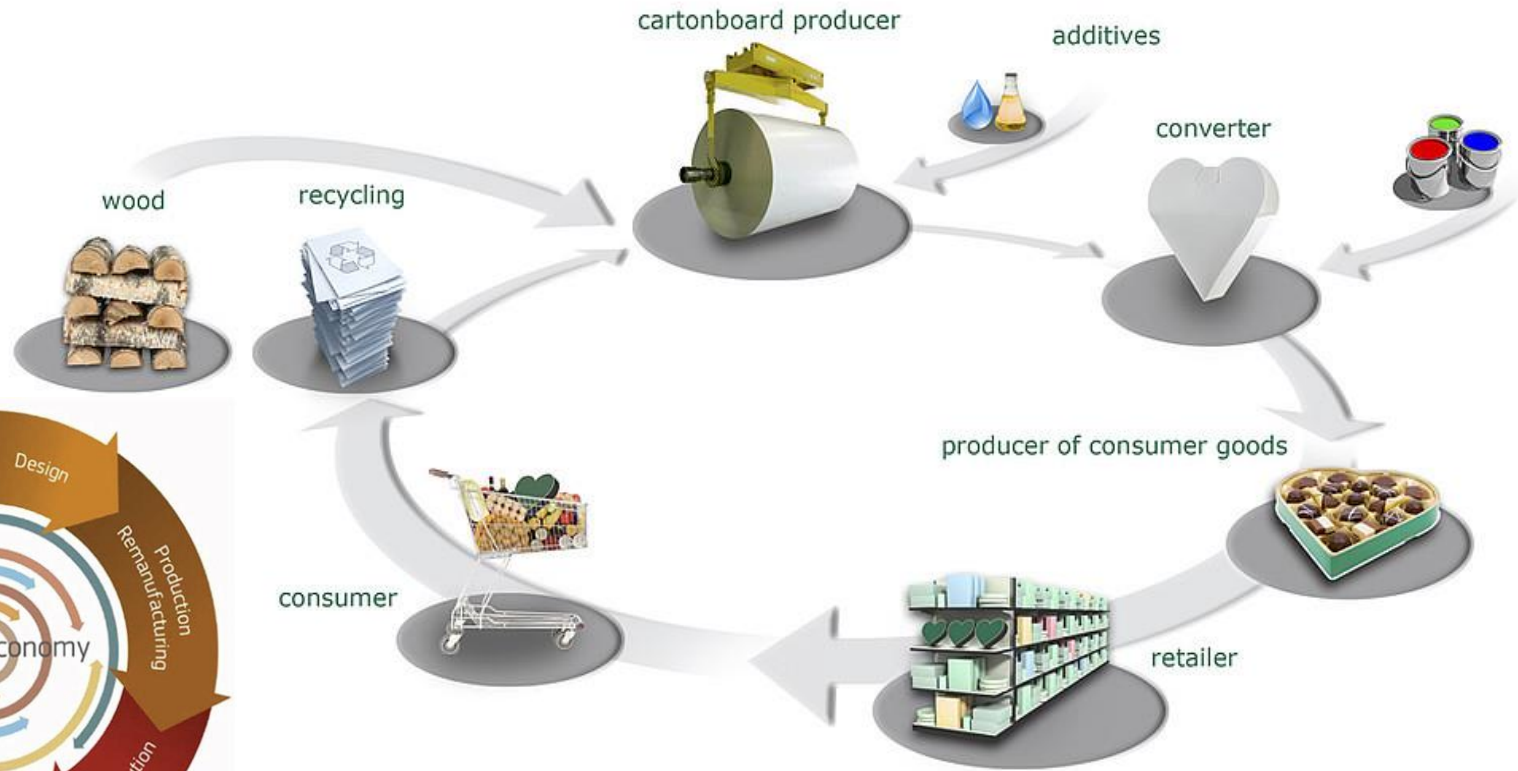


# CARTONBOARD

is a true example for a  
functioning circular economy



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# CARTONBOARD

is being produced in more than  
50 mills all over Europa

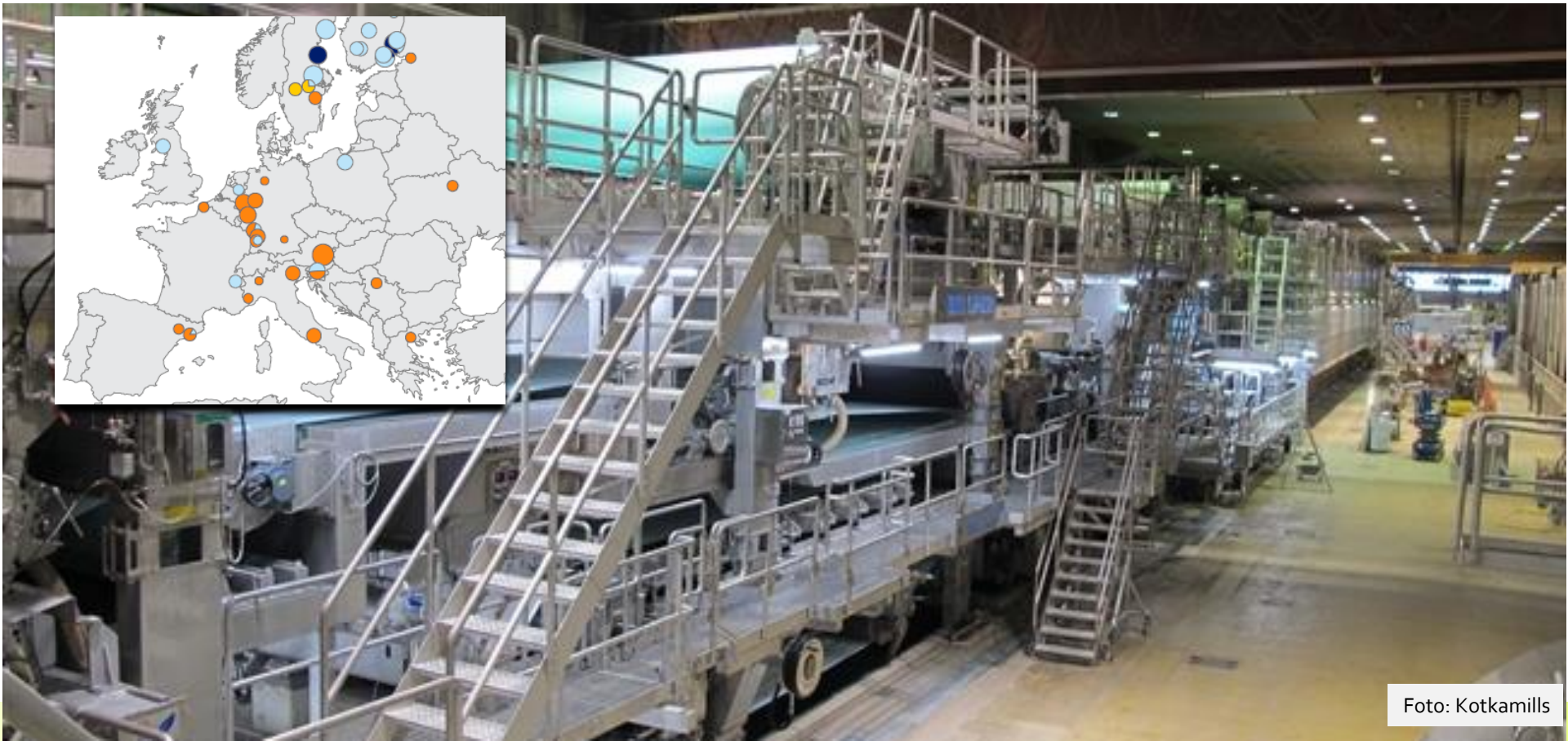
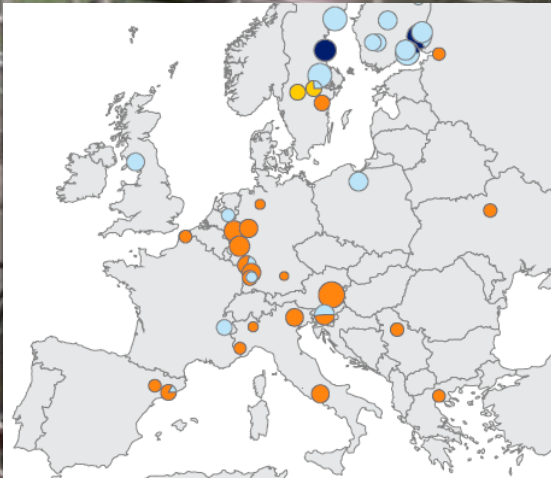


Foto: Kotkamills



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# CARTONBOARD

is available in various grades for almost all kinds of packaging needs



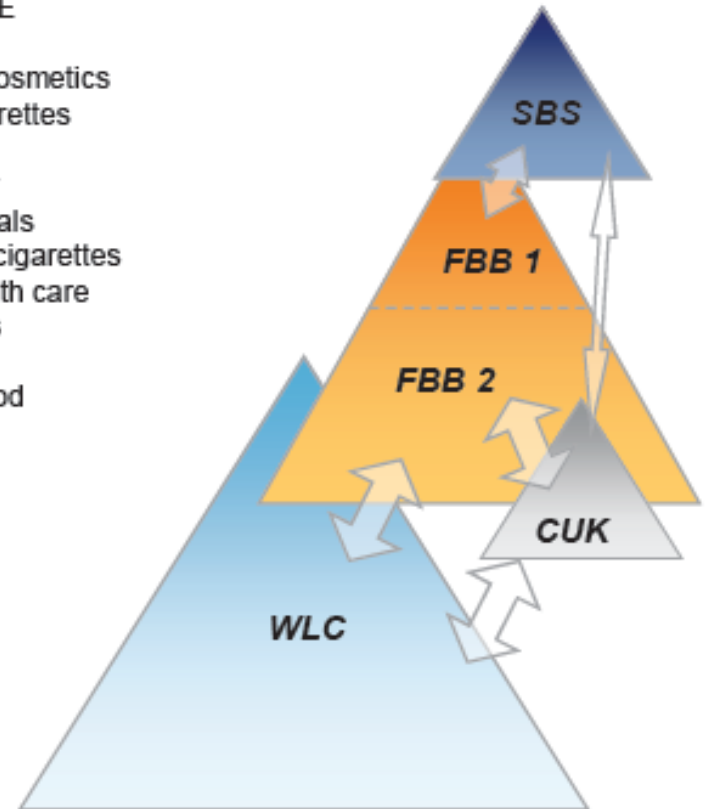
## KEY END USE

High-quality cosmetics  
Premium cigarettes

Confectionery  
Pharmaceuticals  
Global brand cigarettes  
Beauty & health care  
Music sleeves

Wet/frozen food  
Retail  
Bakery  
Hardware  
Software

Sport/toys  
Beverages  
Dry food  
Paper goods  
Detergents  
Textile/shoes



Source: RdM Group





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# CARTONBOARD

## Different grades focus different applications

2016 enduse by grades		WLC	FBB	SBS	SUB	CupStock		
Food (i)	Dry Food	15,4%	10,8%	0,4%	13,1%	Food (i)	Dry Food	1,1%
	Chocolate & Confectionary	3,0%	8,7%	2,4%	5,1%		Chocolate & Confectionary	0,2%
	Frozen & Chilled Food	16,3%	6,8%	0,9%	16,6%		Frozen & Chilled Food	8,4%
	Fast Food & Convenience Food	4,5%	2,2%	2,8%	0,6%		Fast Food & Convenience Food	59,7%
	Beverages (ii)	1,6%	1,8%	1,4%	23,2%		Beverages (ii)	24,9%
	Unspecified Food	12,4%	6,0%	0,0%	0,3%		Unspecified Food	5,6%
	Total Food	53,2%	36,4%	7,9%	58,9%		Total Food	100,0%
Non-Food	Tobacco	0,6%	15,5%	50,4%	0,0%	Non-Food	Tobacco	
	Beauty & Cosmetics	3,8%	3,7%	8,3%	0,3%		Beauty & Cosmetics	
	Pharmaceuticals & Healthcare	2,2%	17,4%	3,3%	2,0%		Pharmaceuticals & Healthcare	
	Detergents & Cleanings	1,6%	0,0%	0,0%	0,3%		Detergents & Cleanings	
	Pet Food	0,7%	0,0%	0,0%	2,4%		Pet Food	
	IT, Electronics, Media, Technical	1,0%	0,7%	1,0%	0,3%		IT, Electronics, Media, Technical	
	Games, Toys, Sports Goods, Textiles	1,6%	0,3%	0,1%	0,7%		Games, Toys, Sports Goods, Textiles	
	Household, Kitchen, Gardening, Do-it-Yourself	3,1%	0,1%	0,1%	2,3%		Household, Kitchen, Gardening, Do-it-Yourself	
	Unspecified Non-Food	9,1%	2,7%	1,0%	0,6%		Unspecified Non-Food	
	Total Non-Food	23,7%	40,5%	64,1%	9,0%		Total Non-Food	
Unknown (iii)		22,4%	17,6%	17,4%	28,3%	Unknown (iii)		
Graphical Applications		0,6%	5,5%	10,6%	3,7%	Graphical Applications		



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# CARTONBOARD

is a packaging material with  
a high media value





# CARTONBOARD

is in strong competition with  
other packaging materials



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# CARTONBOARD

plays a important role in  
sustainable packaging

## Overall Objective

To determine the views and opinions  
of the downstream carton supply  
chain on sustainability in packaging  
and its importance to retail business

Industry Level	No of Interviews & Percent
Retailers	20
Manufacturers/Brand Owners	77
Others	3
<b>TOTAL</b>	<b>100</b>

Percent of Responses	Food	Non-Food	TOTAL
Retailers	66.7%	33.3%	100.0%
Manufacturers/Brand Owners	67.5%	32.5%	100.0%
Others (Distributors/Wholesalers)	66.7%	33.3%	100.0%
<b>TOTAL</b>	<b>67.2%</b>	<b>32.8%</b>	<b>100.0%</b>

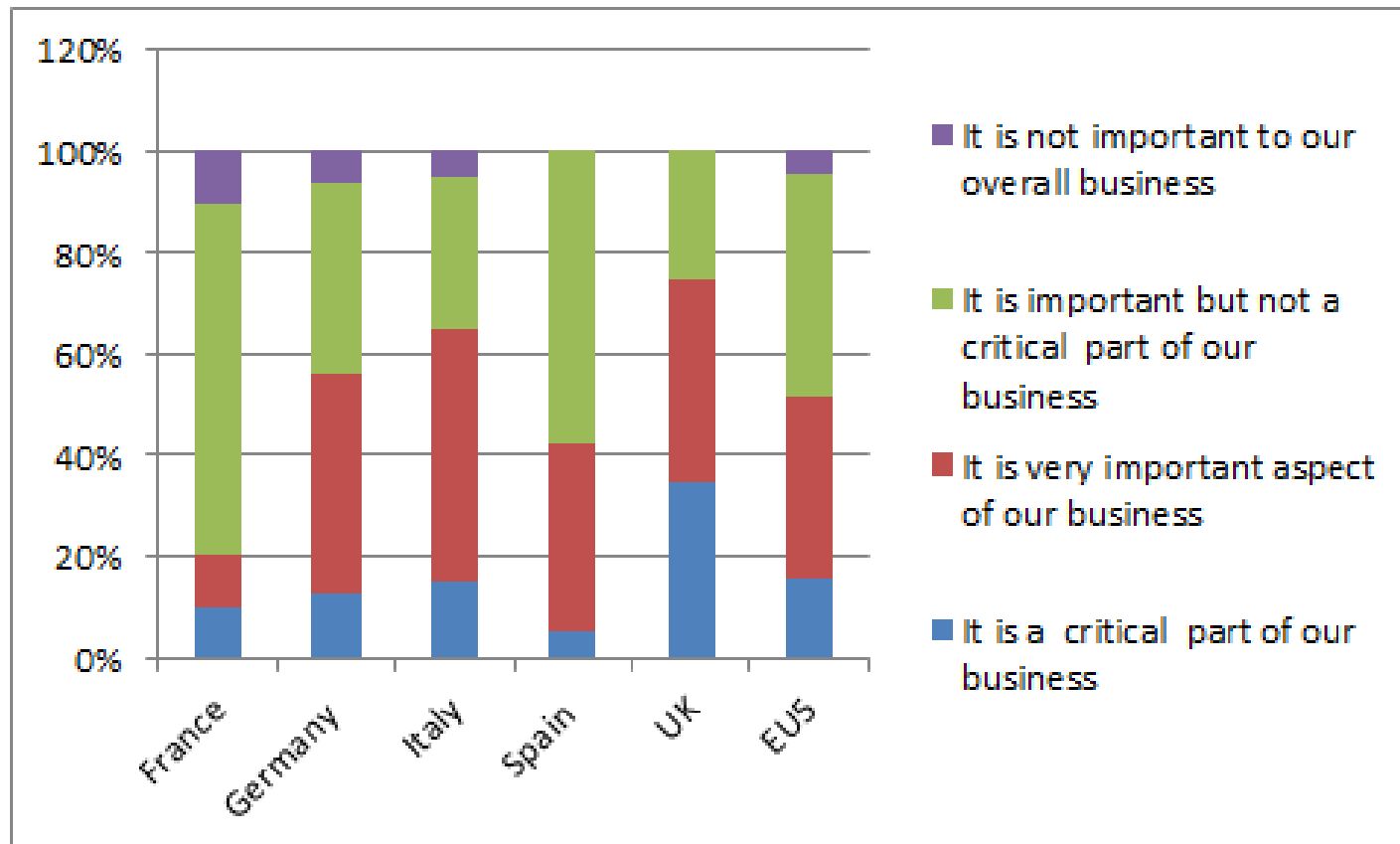


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## is the material for sustainable packaging

How important is the use of sustainable packaging is to your company's overall business?



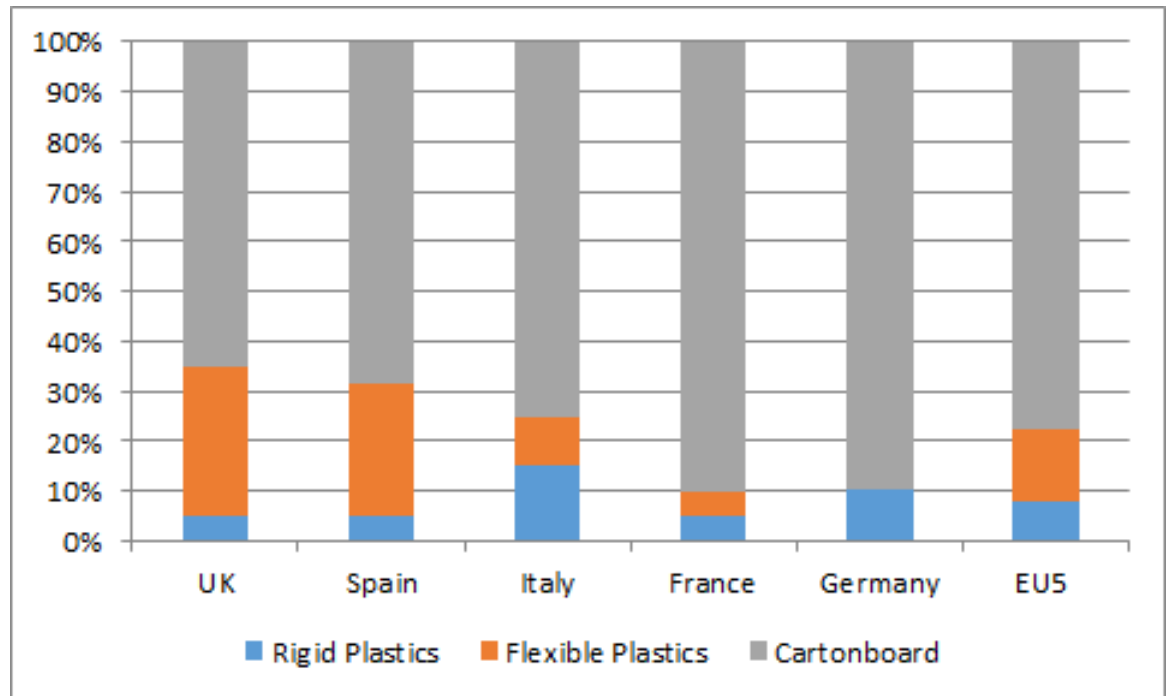


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is seen as the most  
sustainable packaging material

If pushed to choose, which of  
these packaging types would  
you consider currently the most  
sustainable?





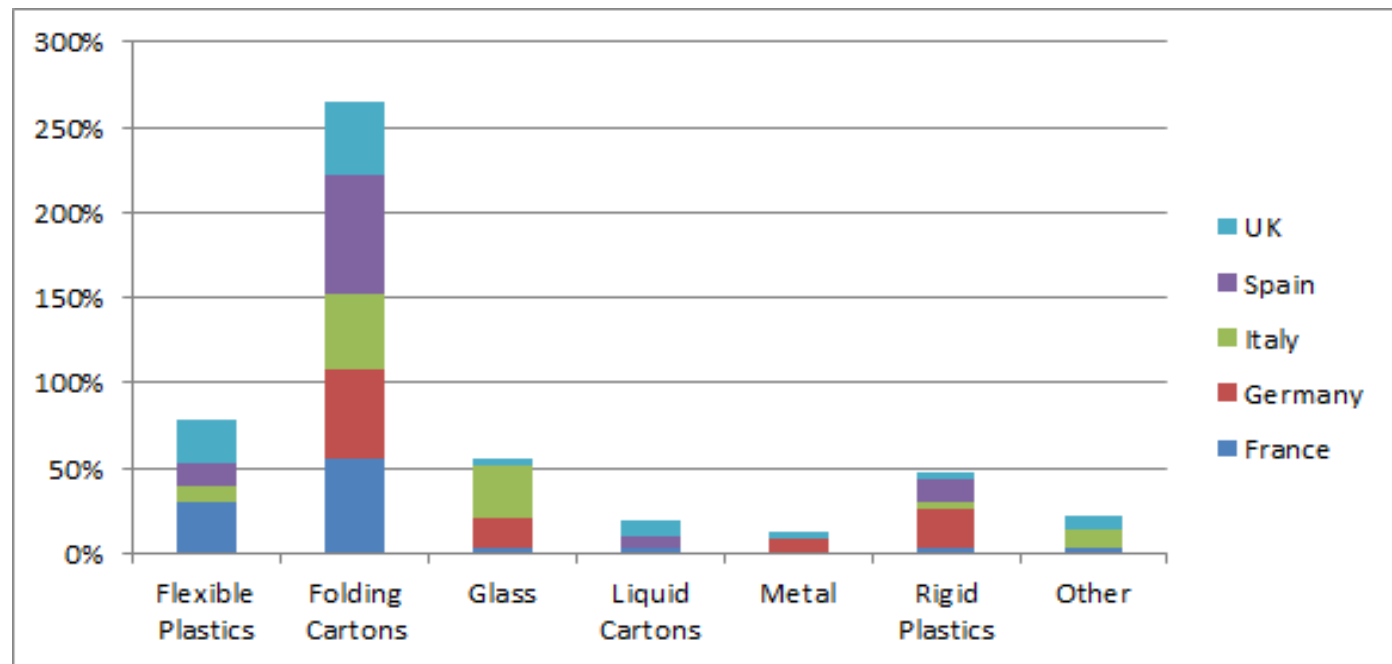


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gets highest score  
for multi channel distribution

Which of these  
packaging types do  
you think is the ideal  
pack from the  
perspective of  
sustainability in more  
diverse multichannel  
distribution?



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is become a reliable and trusted material in regard to food safety



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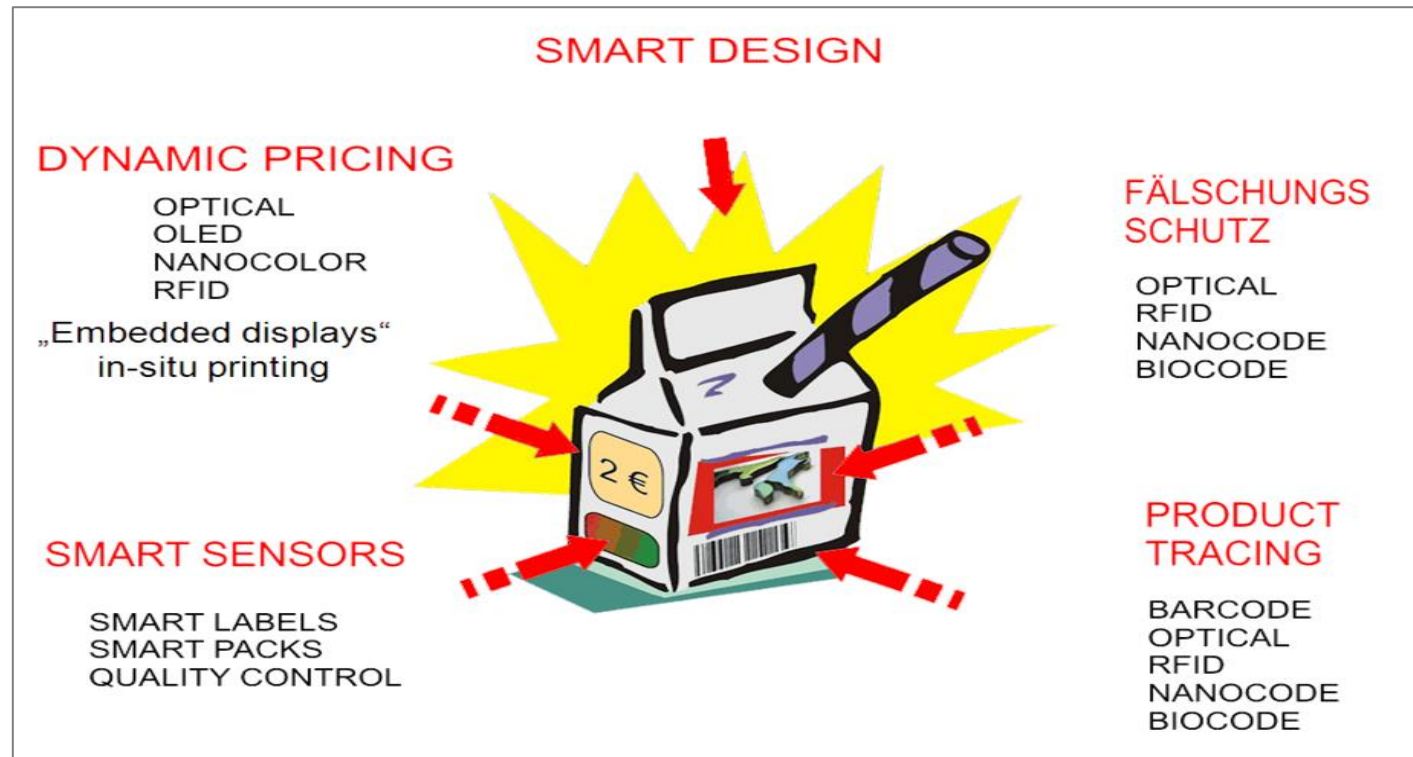


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must support possibilities of  
digitization development

in regard to  
communicating  
with the consumer





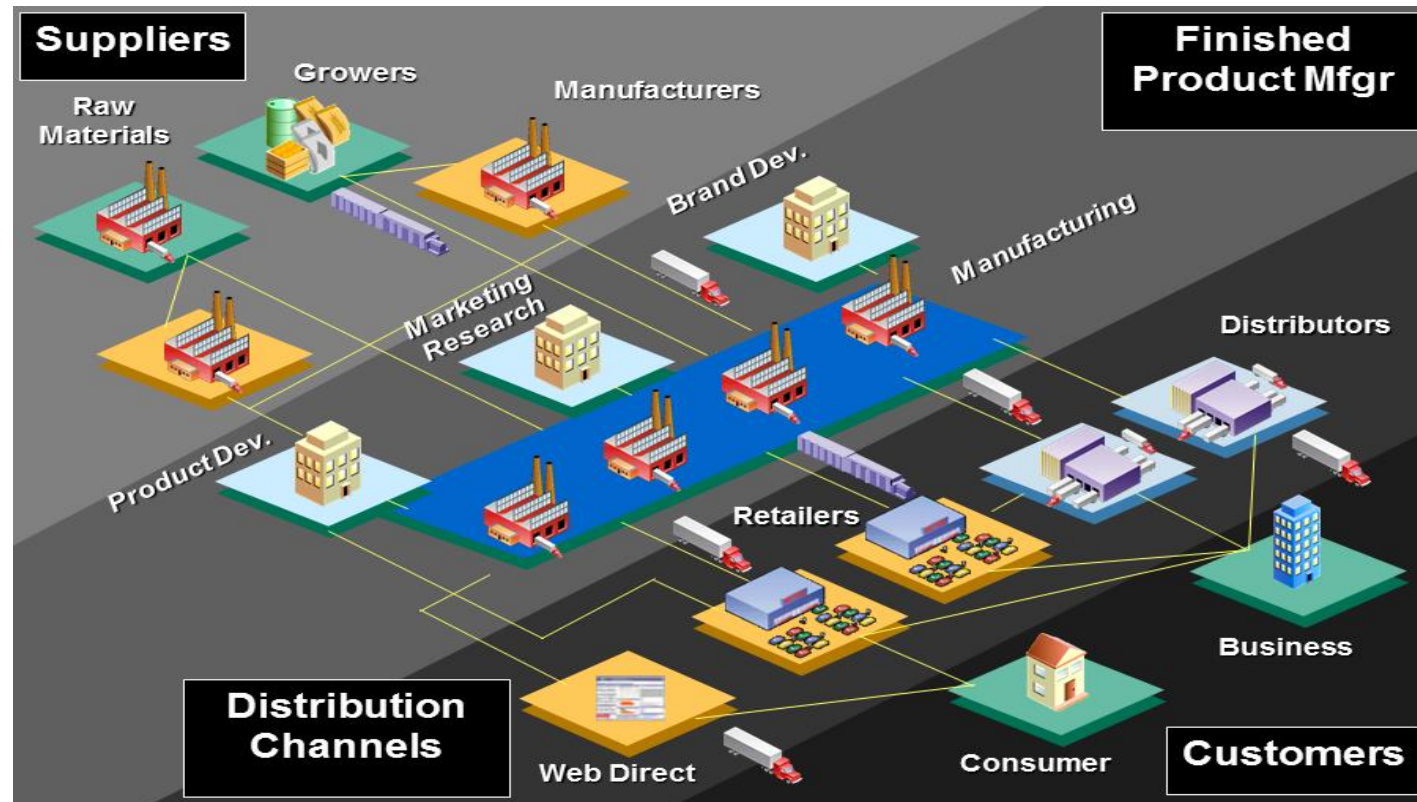


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# CARTONBOARD

must support possibilities of  
digitization development

in regard to  
communicating  
along the supply chain

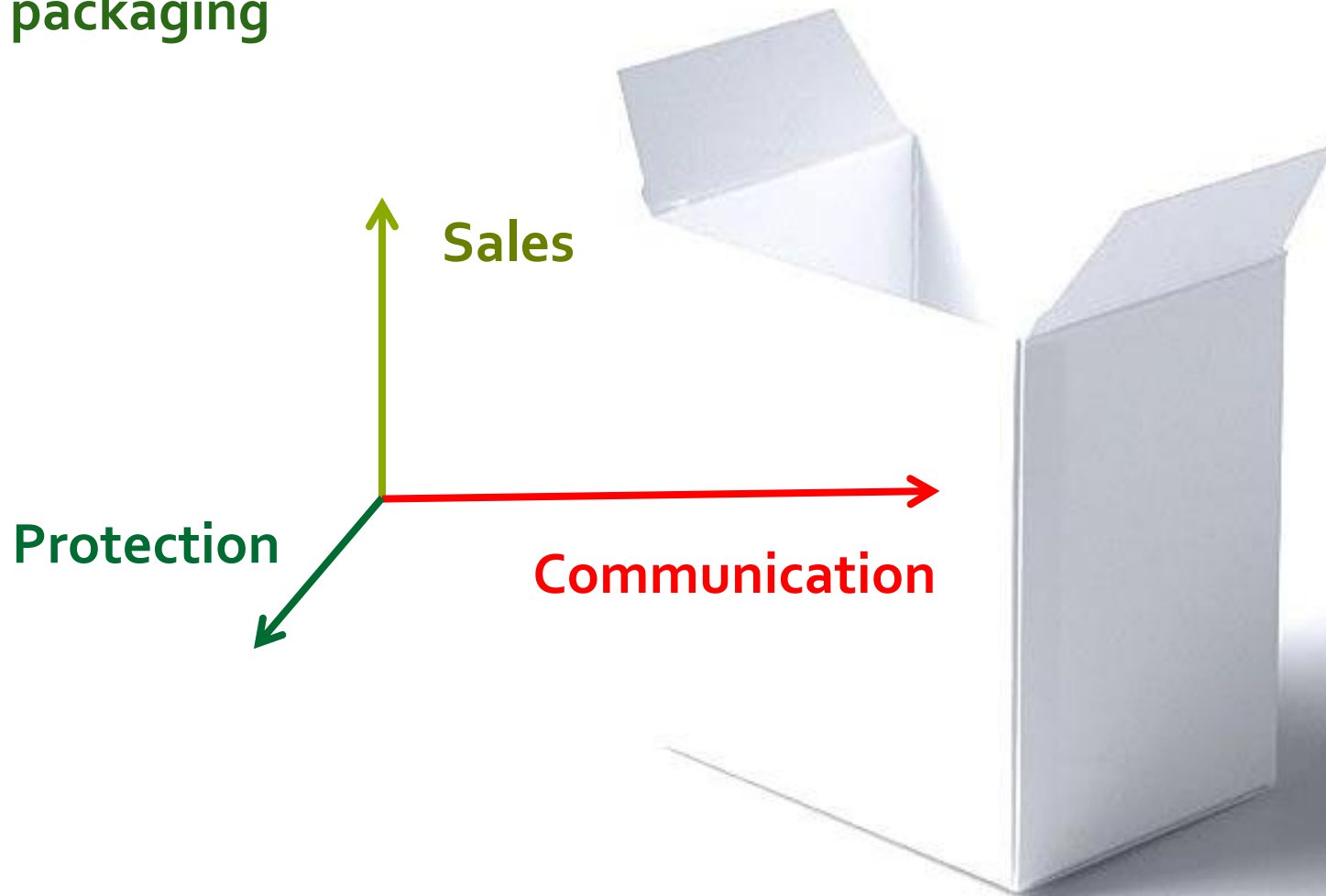




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must fulfill the three dimensions  
of packaging





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