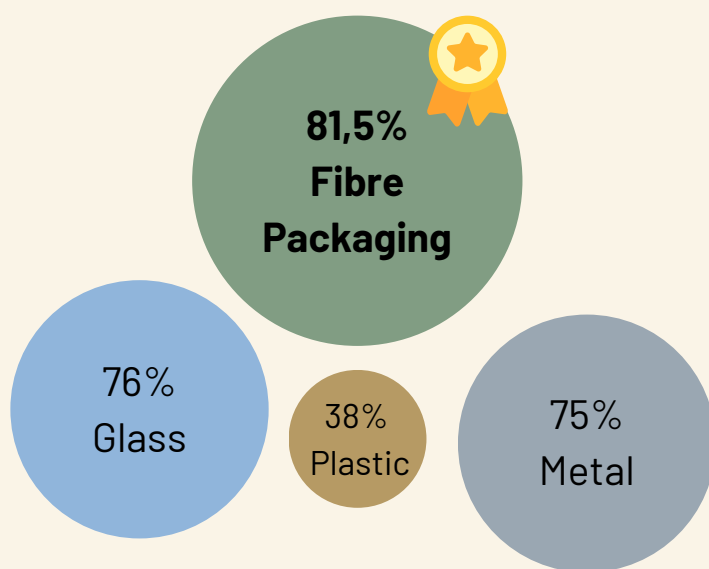


## Recyclable fibre based packaging: leading in circularity

### A vital contributor to the circular economy

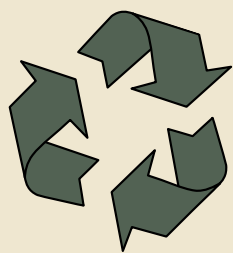
Fibre-based packaging has a **81.5% recycling rate** in Europe: **the highest compared to other packaging materials**. Thanks to innovation and technology recycled fibre-based packaging **meet strict performance criteria**.

In 2020, **56 million tonnes** of paper and board were collected and recycled in Europe.



**Recycling Rates in Europe**

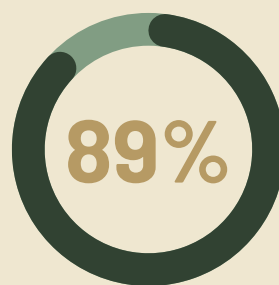
Fibre packaging is highly renewable and can be recycled up to



**25**

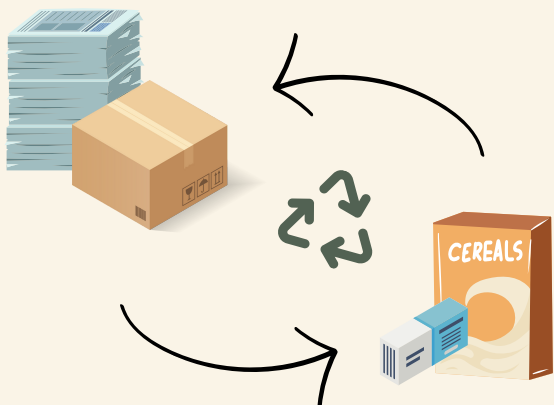
times without losing integrity.

Corrugated cardboard packaging contains



recycled content

### Fibre recycling is highly efficient and versatile



Fibres can be recycled multiple times within the paper loop, resulting in new and efficient paper and board products and ensuring sustainable and high-quality material loop recycling.

Innovative technologies enable highly efficient material recovery, despite the use of additional components to fibres.



#### It protects goods and prevents food waste

The environmental benefit of prevented food waste is 5-10 times higher than the environmental cost of packaging



#### Recyclable fibre packaging is safe and hygienic

It prevents potential contamination and spoilage of fresh products, which can occur with other types of packaging.

### Fibre recycling has a lower carbon footprint compared to reusable packaging systems



**Reusable solutions** would yield **higher CO2 emissions**. + 160% for food takeaway and + 40% for e-commerce compared to paper and board

**Reusable packaging** systems use **3-4 times more fresh water** than recycling in quick service restaurants.

Fibre-based packaging is **bio-based**, while reusable systems are mostly fossil-fuel based. Virgin fibres originate from EU woodlands sustainably managed and certified.