



## Canadian Paper Packaging Mills Achieve Sustainability Milestone: “Chain-of-Custody” Certification

(24 January, 2012): The environmental body representing the Canadian paper packaging industry (PPEC) has announced a major achievement: all its member mills have received (or have publicly committed to achieving) independent, third-party certification that they use responsible sources of paper fibre to make the board they sell for conversion into boxes, bags or cartons.

“This is important,” says John Mullinder, Executive Director, “because both our customers and the public want independent verification that we are sourcing our packaging materials responsibly.”

Mullinder noted that a global alliance of retailers and brandowners called The Consumer Goods Forum had recently endorsed responsible sourcing or “chain-of-custody” certification as one of several metrics by which customers would be selecting their material suppliers in future.

“The Canadian industry already uses a significant amount of recycled material to make its products,” he said. “In fact, the current average recycled content for domestic shipments is 77 per cent. Through independent, third-party chain-of-custody certification, we’re taking it a step further to prove that all the paper material our mill members use -- whether old boxes recycled from industry or households; leftover wood chips or sawdust from logging operations; or virgin pulp -- comes from responsible sources.”

There are three globally recognised sustainable forest certification standards used in Canada: **Programme for Endorsement of Forest Certification (PEFC)**, the world’s largest certification organisation, which has endorsed both the Canadian Standards Association specifications and those of the **Sustainable Forestry Initiative (SFI)**; and the **Forest Stewardship Council (FSC)**. The Canadian Council of Forest Ministers, which comprises Canada’s federal and provincial forest ministers, has acknowledged that these standards demonstrate and promote the sustainability of forest management practices in Canada.

“Our members have proven to the satisfaction of one or more of these independent certification bodies that whatever paper fibre material they use comes from responsible sources,” said Mullinder. “This ensures that any virgin material being used comes from commercial forests that are responsibly managed and not illegally harvested. It also guarantees that there is a transparent chain-of-custody for recycled materials from their source to the recycling mills. When these strict specifications are met, our member mills are encouraged to promote their achievement through the use of the certifiers’ various logos on their packaging and/or promotional material.”

Mullinder noted that PPEC's many converter members have also committed to give purchasing preference to these member mills and to promote this fact to their customers. "We've established a benchmark for sustainability. We challenge other industries to utilise appropriate certification standards for sourcing their raw materials."

The following PPEC member mill companies have already received (or have publicly committed to achieving) independent, third-party chain-of-custody certification -- by PEFC, SFI, or FSC -- **Atlantic Packaging, Cascades Boxboard, Cascades Papiers Kingsey Falls, Cascades East Angus, Norampac, Kruger Packaging, MeadWestvaco, New Forest Paper, RockTenn, and Sonoco.**

For further information see PPEC's Factsheets – *The Truth about Trees and Forest Certification Standards* at <http://www.ppec-paper.com/Information/factsheets.html>

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