



## - PRESS RELEASE IMMEDIATE -

### Canadian paper packaging mills close to 80% recycled content

(15 July 2011) The average recycled content of paper packaging produced by Canadian mills for use in Canada has jumped to 77%, according to the industry's environmental council, PPEC.

"This is a very impressive result," said executive director John Mullinder. "The average has increased by 30% over the last 20 years and we're very proud of it.

"But we also have to understand that recycled content is only one part of paper's life cycle and that the packaging material produced in Canada is only half of what Canadians actually use, the balance being imported as raw materials or converted boxes, bags or cartons. We have no control over the composition of imported board."

The Canadian industry is heavily weighted to recycled content, he added, noting that of the 30 mill sites capable of producing packaging grades in 2010, almost two-thirds produced 100% recycled content, with the balance using a blend of recycled and virgin, or 100% virgin material.

Domestic shipments of containerboard used to make corrugated boxes averaged 82% recycled content in 2010 while its lighter cousin, the boxboard carton, averaged 77% recycled content.

(30)

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Background Report: *Understanding recycled content and why requiring minimum levels is not the answer for paper packaging* ([click on paper clip/attachment to the left](#))

