



# Infosheet

CONFIDENTIAL (for PPEC Members only)

## 1. Webinar on 25 February

This is a reminder to PPEC members to register for our special Research & Development webinar on how R & D is impacting paper packaging. Speakers will discuss cellulose and lignin foams (novel foam materials from trees that could replace Styrofoam and other plastics); bio-active papers to prevent food spoilage and detect pathogens; and light-weighting (new forest-based materials are available to improve packaging performance and to provide an alternative to plastics). You must [register](#) to participate.

## 2. Please take 30 seconds to respond to our Member Survey

We know you hate responding to all the surveys that get thrown at you, but clearly PPEC is important to you. Please take 30 seconds to respond to just four questions. We would really appreciate your [feedback](#).

## 3. PPEC's 25<sup>th</sup> on October 28

Save the date! The big event is set for October 28 at the Mississauga Convention Centre. We are still trying to track down some of the people who were involved with PPEC early on. Thanks for the tips and connections! We are still looking for news of the following: Al Butler, Chris Lumb, Bob Stanfield, Don Whittle, Alan Bourgeois, Paul Stokes-Rees, Richard Gravell, Tom Shea, Tony Tyrell, David Church, David Miles, Stan Jacobson, and Rina McGuire. More to come!

## 4. Recent blog goes down Memory Lane

A recent PPEC blog outlined [the beginnings of PPEC](#). *Food in Canada* magazine asked for more and will be republishing the blog as it was written plus the following snapshot of some of PPEC's achievements over the years.

### The PPEC legacy ...

- *PPEC created an entirely new recycling market for old boxboard in North America.* In the early 1990s, most cereal, detergent and shoe boxes went straight to landfill. Working with Kellogg's, P & G, and Lever Brothers, the council co-ordinated mill trials in Southern Ontario to blend this mostly 100% recycled material with other paper grades, overcoming technical and health concerns, growing the market, and encouraging its wider municipal collection. In 1990, no Canadians could recycle old boxboard. Today, virtually everyone can.

**SAVE THE DATE**

**OCTOBER 28**

**PPEC CELEBRATES 25 YEARS**

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- *The council pioneered composting as a waste diversion option for used paper packaging.* Recognising that it didn't make environmental or economic sense to truck old packaging hundreds of kilometres to the nearest recycling mill, PPEC commissioned ground-breaking compost trials at McGill University's farm campus at Sainte-Anne-de-Bellevue, Que. Boxes became acceptable compost! Today, Prince Edward Island and Nova Scotia compost more used cartons than they send for recycling.
- *PPEC was the first to apply an activity-based costing approach to residential recycling programs.* This created a more level playing field between packaging materials as industry-funded Blue Box stewardship programs were launched in various provinces, and today underpins the current funding formulas used by the Canadian Stewardship Services Alliance (CSSA) and Éco Entreprises Québec.
- *The council has spearheaded some major reductions at source.* In the early 1990s, PPEC persuaded the government-owned railways to allow the use of newly-developed lightweight board for shipping by rail (reducing the amount of board used by up to 10%). More recently, it persuaded the Ontario wine and liquor monopoly (the LCBO) to allow an alternative testing procedure that effectively allows more recycled board to be used in wine and liquor packaging.
- *All PPEC-member mills are independently third-party certified to internationally recognised "chain-of-custody" standards* (responsible sourcing of both virgin and recycled materials).
- *PPEC is the first packaging association in Canada, and possibly the first corrugated association in the world, to publically call for a landfill ban on the type of packaging material that its own members produce.*

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