



**Corrugated
Recycles**



Notes for Corrugated Sales and Marketing personnel

From May 2007 the UK corrugated industry will run a continuous campaign around the “Corrugated Recycles” logo. This is an internationally recognised symbol, used widely in the USA, Canada, Latin America, Japan and several countries in the Far East.

The purpose of the campaign is to raise awareness of the recyclability of corrugated boxes, and to counter the ill-informed statements that we have all heard, such as “corrugated boxes are made by cutting down rain forests.”

The idea behind the “Corrugated Recycles” campaign could not be simpler in concept, or cheaper and easier to implement.

The objective is to print the “Corrugated Recycles” logo in a clearly visible position on every printed corrugated container made in the UK.



The benefits of the campaign will be to raise the awareness of one of the key benefits of corrugated packaging compared to other packaging materials. Printing an identical logo on every printed box, regardless of which company produced it, will provide a continuous and industry wide re-enforcement of one of the key green credentials of our product – our excellent recycling rate.

The campaign will be good for our industry and it will be good for our customers: a win-win campaign.

What are we asking you, as a corrugated sales and marketing person, to do?

1. Inform your customers about the “Corrugated Recycles” campaign and how by joining in they can promote their company’s green credentials. Remind them that “Corrugated Recycles” is a globally recognised symbol that has international clout behind its key message.
2. Remind them of the UK’s great recycling record for corrugated boxes.



- On average, corrugated boxes manufactured in the UK are made from 76% recycled materials. Many corrugated boxes are made from 100% recycled materials.
- 84% of all corrugated boxes in the UK marketplace are recycled after they have been used. This is equivalent to an area the size of Greater London every four months.



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3. Tell your customers that joining the “Corrugated Recycles” campaign is a no-cost offer for printed boxes. The price they pay for a printed box is unchanged, whether or not it includes the “Corrugated Recycles” logo.

Take them through a copy of the briefing note “Corrugated Recycles – Guidelines for Buyers and Specifiers of corrugated packaging”, and leave several copies with them. Remind them that the briefing note is also available from <http://www.paper.org.uk/corrugatedrecycles.htm>

4. If your company provides artwork services, offer to include the “Corrugated Recycles” logo as a matter of course into every piece of new artwork from now on.

If your customer’s artwork is prepared by a third party, tell your customer that their studio can access the artwork for the “Corrugated Recycles” logo from – <http://www.paper.org.uk/corrugatedrecycleslogo.htm> – to incorporate into the artwork for their box.

5. Remember to ask your customer about the “Corrugated Recycles” logo every time you discuss a new design or new artwork with your customers.

Thank you for helping our industry to spread the word about its green credentials and its exceptional recycling rate.

For further information, please contact Andrew Barnetson, CPI Corrugated Sector Manager, on 07775 771662 or email abarnetson@paper.org.uk. Alternatively, visit our website, <http://www.paper.org.uk/corrugatedrecycles.htm>.

