



THE STANDARD GROUP

2415 PLANTSIDE DRIVE • LOUISVILLE, KENTUCKY 40299 • 502-491-2760
WWW.THESTANDARDGROUP.COM

Paperboard Packages Make the Unqualified Claim of Recyclability

History

The Federal Trade Commission (“FTC”) states, “marketer’s should not advertise a product or package as ‘recyclable’ unless it can be collected, separated, or otherwise recovered from the solid waste stream for reuse, or in the manufacture or assembly of another package or product, through an established recycling program... When recycling facilities are available to a ‘substantial majority’ of consumers or communities where the item is sold, marketers can make unqualified claims.”

The FTC concluded that the 60% figure is an appropriate minimum threshold, and is consistent with the term “substantial majority”.

Market Update

A recent study by RW Beck (a recognized 3rd party certification organization), confirms that over 60% of municipalities in the United States have the ability to recycle folding cartons.

Market Research

Brandweek.com recently published a survey by The Hartman Group, which concluded: three in four consumers ranked the ability to return a product’s vessel to the consumer marketplace via curbside bins as either “very important” or “important”. They further found that 88% of the population surveyed deemed themselves “members of the world of sustainability”.

What does this mean?

Until now, marketers could only claim that their product is sold in a package that is made from recycled or renewable material.

Now, marketers can formally claim (and educate the consumer) that the paperboard package they purchase can be recycled!

The consumer wants to contribute to that ‘sustainable world’-with paperboard packaging they can!

What you can do

The introduction of this new symbol is certainly a leap forward for the folding carton industry, but we believe it also provides marketing opportunities for and with the consumer.

We suggest that this symbol of environmental responsibility be placed on a print side panel of your packaging.

For more information, please contact your local TSG Packaging Consultant, or email us at marketing@thestandardgroup.com

