



2017 Spring Outlook and Strategies Conference



Agenda:

- 1) RPA100 / RPTA Affiliation
- 2) Compostability
- 3) Repulpability
- 4) Certification
- 5) Walmart
- 6) Q&A

What:

RPTA + RPA100

Why:

\$

1 + 1 = 3

When:

2/1/2016

Mission:

Expand the use and improve the manufacture of 100% recycled paperboard.



Compostability

- Bioproducts Institute (BPI)
- ASTM 6868
- Compost Manufacturers Association (CMA)

Repulpability



A hand is pointing towards a glowing white hexagon in the center of the image. The hexagon contains the word 'Certification' in green. The background is a dark blue grid of hexagons, with a blurred image of a person in a blue shirt. The overall theme is certification and standards.

Certification

Standards

Technical

Product

Requirements

Testing

Documentation



Priorities

Source Sustainably

Maximize recycled and sustainably sourced renewable content

Enhance material health

Optimize Design

Protect the product
Reduce materials



Innovate



Support Recycling

Design for recycling
Communicate recyclability

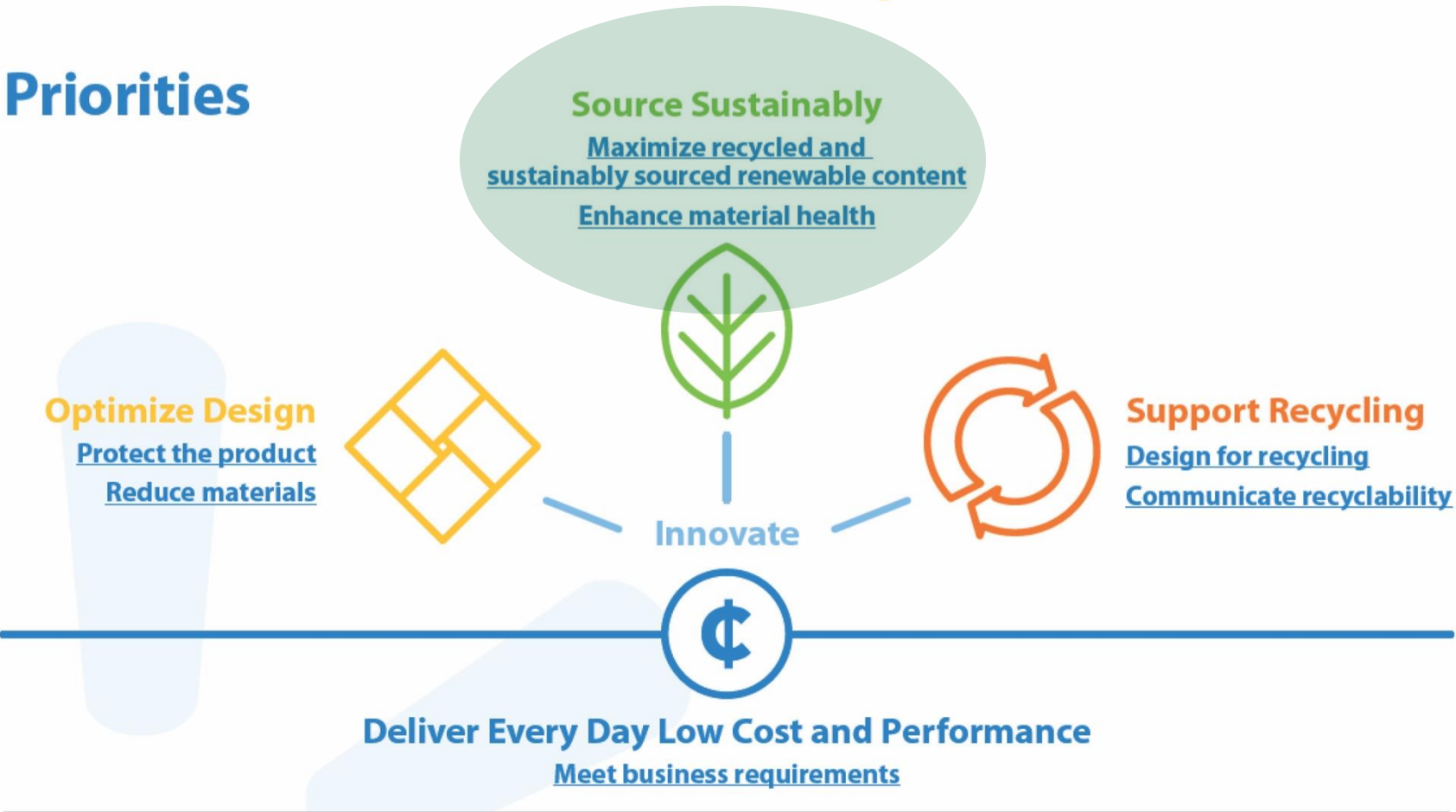


Deliver Every Day Low Cost and Performance

Meet business requirements



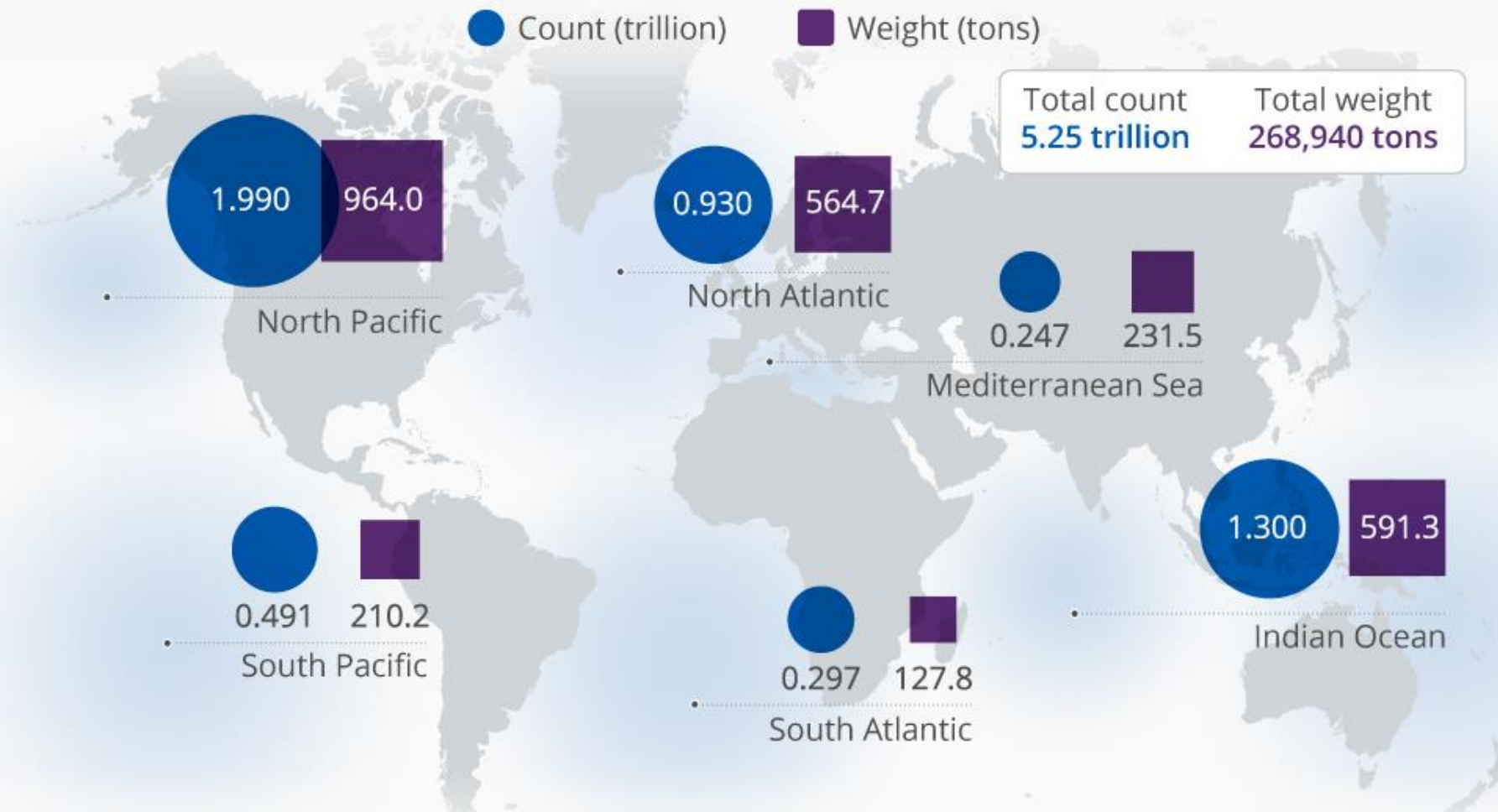
Priorities





The World's Oceans Are Infested With Plastic

Number and weight of plastic pieces afloat at sea





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If you only remember **two things** from my presentation, they should be...

1

CRB/URB complies with FDA guidelines for direct food contact and is monitored by a rigorous testing regime.



If you only remember **two things** from my presentation, they should be...

2

Millennials and Generation “Z” love fiber based packaging.

81%

81% of consumers feel better about a company/brand that uses recycled paperboard for product packaging.

When you get back to your office, the **two things** you should do are...

1 Download the consumer preference graphic from the RPA100 web site, and use it with your customers.

81%

81% of consumers feel better about a company/brand that uses recycled paperboard for product packaging.

86%

86% of consumers feel that they are doing something good for the environment when they purchase products packaged in recycled paperboard.

84%

84% of consumers recognize the RPA-100% symbol to mean the package is made from 100% recycled material.

When you get back to your office, the **two things** you should do are...

2

Wake up Monday morning **excited** about our industry; fiber based packaging has an advantage in the marketplace.



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