



Recycled Paperboard Alliance

Trusted by Brands Preferred by Consumers

25
YEARS

200
PARTNERS

10+
BILLION
PACKAGES

and GHG Avoidance



Recycled Paperboard Alliance

PREFERRED BY CONSUMERS

Question: How do you think companies who sell packaged goods should respond to the issue of waste, litter, and marine debris?

Make packaging recyclable **72%**

Use recycled materials **62%**

Use less packaging **49%**

Provide \$ support for recycling **40%**

Stop certain packages **40%**

- 1** Ensure it's Recyclable
- 2** Use Recycled Materials

* Survey results from SWNS, N=2000, NOV 2018, The Recycling Partnership