

RPA-100% Certified Trademarked Symbol

Trusted by Brands + Preferred by Consumers



The RPA-100% launched the new program in 2014 along with the new trademarked symbol. CPG's immediately began signing up to take advantage of the new symbol and the benefits of this industry first certification initiative!

Major CPG's like General Mill's, Kellogg's, Reynolds Consumer Brands and many others, collectively representing billions of consumer packages have switched to displaying the new trademarked symbol.

Why did the RPA-100% launch this program?

Consumer Packaged Goods Companies (CPGs) expressed the need for a fiber certification protocol specifically focused on 100% coated and uncoated recycled paperboard (URB/CRB); that would substantiate the recycled fiber claim of URB/CRB. As an independent non-profit organization, the RPA-100% was in a unique position to establish and manage this protocol for the recycled paperboard industry to meet this market need.

Together with relevant stakeholders, the RPA-100% developed a program that was the first of its kind in the industry. It can be used to audit member mills and provide CPGs with the assurance that only recovered fiber is being used in the manufacture of certified URB/CRB. The RPA-100% contracts with third-party auditors to perform these reviews. It's important to note that the guidelines of this initiative have been reviewed by the Federal Trade Commission (FTC), which governs environmental messaging that appears on packaging.

This innovative 3rd party audit and certification process establishes a new benchmark for substantiation of the 100% recovered fiber claim. The existing (old) symbol did not carry with it a requirement for recycled paperboard mills to be audited.

How do Licensee's (Brand Owner's) Benefit?

- The certification process and accompanying trademarked symbol provides substantiation of 100% recovered fiber claim that is made on packages – proving no virgin fiber included.
- Certification is specific to URB/CRB, is transparent to all stakeholders and carries third party validation.
- There is no licensing fee charged to CPG's for the new trademarked symbol.

RPA Certification continued

How does a CPG sign on to participate in the program?

For a CPG to display the trademarked symbol they must execute a license agreement with the RPA-100%. The brand owner is always the licensee, not the paperboard producer or packaging converter.

1. The CPG can go online to complete a license application: <http://www.rpa100.com/what/licensing/>
2. If the CPG prefers they can send Paul Schutes an email and we will forward a license application and license agreement.
3. Once the RPA-100% receives this application and confirms the paperboard producer is a certified manufacturer, a license agreement will be sent to the CPG.
4. The CPG will review the license agreement and any requested changes will be reviewed by the RPA-100%.
5. Once final language is established the CPG will sign the license, the RPA-100% countersigns the agreement and returns an executed copy to the customer.
6. The RPA-100% provides electronic art files and symbol use specifications for the CPG to use in developing artwork.

The RPA-100% is a support organization to our members and to the industry. We partner with all stakeholders to make this process simple and efficient.

Are there competing symbols in the marketplace?

There are forestry organizations that have certification programs for recycled paperboard. But, CPG's have found those forestry programs are confusing to consumers – i.e. why is there a logo in the image of a tree on a package made from 100% recycled fiber.

The RPA-100% certified program is the only certification program solely focused on 100% recycled paperboard.

CPG's can add the tagline "Recyclable" below the certified symbol.



With the certified trademarked symbol and the "Recyclable" tagline CPG's are communicating the **top 2** (based on surveys of consumers) characteristics consumers are interested in when considering the environmental impact of packaging.

- **Is the package made from recycled materials? – Yes! 100% recovered fiber**
- **Is the package recyclable? – Yes! the package can be recycled and fiber is at a 65% recovery rate.**

The RPA-100% trademarked symbol is consistently rated as one of the "most easily understood" symbols in the marketplace.

Contact Paul Schutes, pschutes@rpa100.com / 770-314-3768 / www.rpa100.com with any questions or to apply to immediately join with other CPG's who have begun to enjoy the benefits of the industry first, certified 100% recycled paperboard trademarked symbol.

CONSUMER RESEARCH

81% feel better about a company (brand) that uses recycled paperboard for product packaging.

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

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

86% feel the term "certified" gives them more confidence in the claim 100% recycled paperboard.