

# Why EcoCraft® Products?

Foodservice packaging made from unbleached natural paper is more than just a sustainable look or marketing trend. Unbleached natural paper was chosen for the EcoCraft® line due to its real impact in reducing raw material waste. The chart below presents an overview of the significant waste reduction advantages in producing unbleached natural paper.

## Improved Sustainability Through Natural Papers

Higher Yield  
from tree to paper

Less Energy  
for manufacturing

Less Waste  
in water & solids

	Baseline Paper - BLEACHED	Target Paper - NATURAL	Difference Between Baseline & Target	
<b>Wood Use</b>	3,696 tons	2,940 tons	756 tons	5,460 Trees
<b>Net Energy</b>	29,894 million BTUs	23,924 million BTUs	5,970 million BTUs	66 Homes/Yr.
<b>Purchased Energy</b>	19,870 million BTUs	16,600 million BTUs	3,270 million BTUs	36 Homes/Yr.
<b>Sulfur Dioxide (SO2)</b>	25,470 pounds	20,528 pounds	4,942 pounds	898 18-Wheelers/Yr.
<b>Greenhouse Gasses</b>	5,882,128 lbs. CO <sub>2</sub> equiv.	5,506,496 lbs. CO <sub>2</sub> equiv.	375,632 lbs. CO <sub>2</sub> equiv.	34 Cars/Yr.
<b>Nitrogen Oxides (NOx)</b>	8,798 pounds	7,272 pounds	1,526 pounds	6 18-Wheelers/Yr.
<b>Wastewater</b>	22,218,860 gallons	10,866,700 gallons	11,352,160 gallons	17 Swimming Pools
<b>Solid Waste</b>	1,908,712 pounds	1,403,408 pounds	505,304 pounds	18 Garbage Trucks

Based on producing 1,000 tons of food grade paper

## Reduce Waste with Natural Paper

### Comparison of Baseline & Target

Based on producing 1,000 tons of food grade paper

Wood Use  
756 tons or 5,460 Trees



Net Energy  
5,970 million BTUs or 66 Homes /yr.



Sulfur Dioxide (SO2)  
4,942 pounds or 898 18-Wheelers/yr.



Greenhouse Gasses  
375,632 lbs. CO2 equiv. or 34 Cars/yr.



Nitrogen Oxides (NOx)  
1,526 pounds or 6 18-wheelers/yr.



Wastewater  
11,352,160 gallons or 17 Swimming Pools



Solid Waste  
505,304 pounds or 18 Garbage Trucks



Bleached Paper

Natural Paper

DID YOU  
KNOW?

20%

of wood is saved by  
using natural versus  
bleached paper fiber\*

Purchasing EcoCraft®  
is an easy way to take  
a simple step toward a  
sustainable future

# Natural Advantages of EcoCraft®

- Made with FDA food-grade, 100% unbleached, chlorine-free paper
- Packed in 100% recycled paperboard inner-carton and tray dispenser packaging to reduce raw-material waste
- Soy-blended dry wax on interfolded sheets reduce reliance on petroleum wax
- New dispenser carton and tray design includes printed facts and information about the sustainability benefits of EcoCraft®
- EcoCraft® products, on average, contain 20% pre-consumer waste fiber
- Multiple EcoCraft® products are third-party certified compostable
- Reduces your carbon footprint by purchasing form-fitting, "right size," flexible packaging with high case counts and small case-cube size
- An experienced national network of sales representatives that can help advise your business on ways to improve your sustainable packaging design

## We believe in the "Triple Bottom Line" approach of continuous improvement in sustainable packaging design:

Social Responsibility – good for the people

Ecological Responsibility – good for the planet

Economic Responsibility – affordable choices

With our EcoCraft® brand, we were the first company to offer a full stock line of unbleached, sustainable foodservice packaging in North America. We believe sustainability is an ongoing journey of continuous improvement and evolution. This approach propels us to constantly enhance our sustainable practices and products. **This commitment to affordability and innovation has allowed BagcraftPapercon to create the most recognized brand of sustainable flexible packaging available in the industry.**

\*Environmental-impact estimates made using the Paper Calculator presented by Environmental Paper Network. For more information, visit <http://c.environmentalpaper.org/home>.



## Our EcoCraft® Journey