

# Success factors for better sustainability

Matthew White has worked with Managed Packaging for many years in close collaboration with his customers. His long experience has given him insights into their businesses and daily challenges.

Here are Matt's recommendations on how to save natural resources and gain measurable sustainability benefits from Managed Packaging:



**Matthew White**  
Packaging Specialist

1

By lightweighting your packaging, you save material and make freight savings.

**30%  
paper weight  
reduction**

By using primary fibers and a blend of pulp that reinforces material strength, packaging can be lightweighted. Typically, paper weight reductions of up to 30 percent can be achieved without compromising strength or quality.



2

Making blank size reduction can lead to cubic savings. This means you can fit more packages into each container, saving costs for shipping.

By utilizing new approaches to packaging design and materials, **material reductions of up to 30 percent** and overall **freight savings of between 15 to 30 percent** can often be gained, depending on the specific supply chain.

3

Sustainable, recyclable packaging material is much better for the environment than EPS or plastic.

Consumers and supply chain partners increasingly emphasize environmentally sound practices. Choosing efficiently designed, lightweight, fiber-based packaging that is strong enough to challenge conventional packaging materials, can therefore **advance a brand's sustainability goals.**



4

Monomaterials such as corrugated board are more easily recycled and thus better for the environment.

It is easier to recycle monomaterials than a combination of materials that need to be recycled separately. Monomaterials can be used several times over in new packaging solutions. Paper fibers can typically be **recycled 5–7 times.**

5

The use of renewable materials encourages **carbon capture** in growing forests – which is good for nature.

Young, growing forests, including forest plantations, capture carbon dioxide. In addition to the capture made by the trees, there is a positive influence on the carbon capture of the entire biosphere in the surrounding area, both under- and above ground.



Would you like to find out more about ways to save natural resources and improve sustainability? Please don't hesitate to contact our packaging specialists or read more at [billerudkorsnas.com/sustainability](https://billerudkorsnas.com/sustainability)

