

RECYCLABLE

STEWARDSHIP

70
YEARS

SUSTAINABLE



RENEWABLE

What is Sustainability?

“development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Brundtland Report, 1987

How Did We Get Here?

- 1969 - National Environmental Policy Act is passed in the U.S. Sets the basis for environmental impact assessment in the world.
- 1970 - First Earth Day held as a national teach-in on the environment.
- 1972 - UN Conference on Human Environment/ held in Stockholm, which leads to the establishment of many national environmental protection agencies and the United Nations Environment Program (UNEP).
- 1987 - Our Common Future (**Brundtland Report**). Report of the World Commission on Environment and Development weaves together social, economic, cultural and environmental issues and global solutions. **Popularizes term “sustainable development.”**
- 1988 - Intergovernmental Panel on Climate Change established to assess the most up-to-date scientific, technical and socioeconomic research in the field.
- 1990 - International Institute for Sustainable Development (IISD) established in Canada.
- 1993 - First meeting of the UN Commission on Sustainable Development established to ensure follow-up to UNCED
- 1999 - Launch of the Dow Jones Sustainability Group Indexes - first global sustainability index tracking leading corporate sustainability practices worldwide.
- 2002 - Global Reporting Initiative (GRI) releases its guidelines for how organizations should report on the economic, environmental and social dimensions of their business activities.
- 2005 - Kyoto Protocol entered into force, ratifying parties have committed to certain objectives for the reduction of greenhouse gas emissions and establishing the Clean Development Mechanism for developing countries.
- 2005 - Millennium Ecosystem Assessment released.

Source: Golisano Institute for Sustainability, Rochester Institute of Technology

Keys to Understanding

The Sustainable Packaging Coalition defines sustainability by asking these questions:

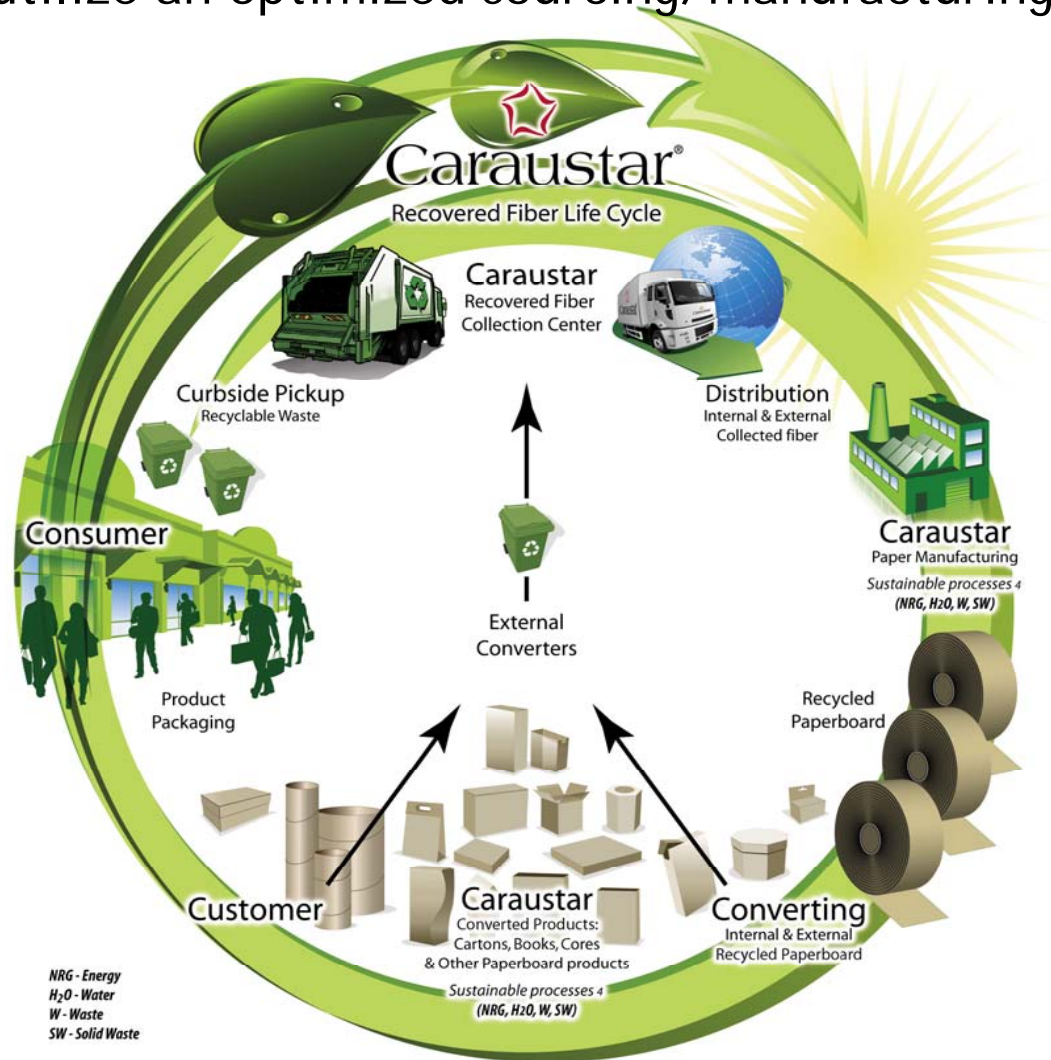
- Is it beneficial, safe, and healthy for individuals/communities throughout its life cycle?
- Does it meet market criteria for performance and cost?
- Is it sourced, manufactured, transported, recycled using renewable energy?
- Does it maximize the use of renewable or recycled source materials?
- Is it manufactured using clean production technologies and best practices?
- Is it made from materials healthy in all probable end-of-life scenarios?
- Is it physically designed to optimize materials and energy?
- Is it effectively recovered and utilized in biological and/or industrial cradle-to-cradle cycles?

Our Sustainability Commitment

- Caraustar is a socially responsible corporation and is committed to environmentally sound practices.
- Caraustar will continue to develop partnerships with its vendors and customers so we may achieve our collective sustainability goals.
- Caraustar is committed to the strategic use of the “cradle-to-cradle” manufacturing processes which are built into its corporate culture. We are continually investigating new ways to expand upon this commitment.

Caraustar Cradle-to-Cradle

Opportunity to utilize an optimized sourcing/manufacturing/conversion process.



Caraustar is Green

A long heritage of social responsibility

- Nearly 70 years of commitment to recycling and the manufacture of 100% recycled paperboard products.
- Caraustar recovers 2.4 million tons of paper fiber each year.
- Each ton of recycled paper saves*:
 - 17 trees
 - 3 cubic yards of landfill
 - 7500 pounds of CO₂
- In the past 5 years Caraustar Mills have:
 - Reduced carbon emissions by 21.9%
 - Reduced energy per ton by 14.6%
 - Reduced water per ton by 18.9%



*Environmental impact estimates were made using the Environmental Defense Fund Paper Calculator

Demonstrating Caraustar's Commitment

- **Caraustar's Recovered Fiber Group recently initiated a program to collect and recycle used, damaged, obsolete and over-issued books for conversion into recycled paper products. We have collected 11,000 tons of books 2008 YTD.**
- **Caraustar uses lean manufacturing practices and Kaizen events to improve efficiencies and reduce plant waste. In one plant, an event yielded a 43% reduction in make-ready time and, in another plant, we reduced waste by 30% on a line.**
- **Caraustar uses vegetable and soy inks for the majority of our offset printing. Its flexographic inks are also vegetable based. This reduces the amount of VOCs (volatile organic compounds) released into the environment. We are using an inking device on one press that controls the consumption and reduces the amount of ink waste by 20%.**
- **Caraustar package design engineers analyze package structures and substrates to provide sustainable packaging alternatives, while meeting or exceeding customer specifications. We saved one of our customers 113 tons of paperboard, reducing greenhouse gases by over 632,000 pounds.**
- **Caraustar provides outlets for recovering paperboard waste from its manufacturing, customers, and retail sources that could otherwise end up in landfills. We manage/recover approximately 2.4 MM tons/year of waste that is recycled.**
- **In the past five years, the Caraustar Mills' energy savings programs have reduced CO₂ emissions by 21.9% per ton and total energy consumption by 14.6% per ton. Water conservation programs have reduced water consumption by 18.9% per ton. One recent project at a mill reduced natural gas usage by 6.5% overall.**



Memberships, Seminars and Information Sources

- Sustainable Packaging Coalition
- Institute of Packaging Professionals (IOPP)
- Alabama Recycling Coalition
- The Carolina's Recycling Coalition
- Florida Recycles
- Georgia Recycling Coalition
- Tennessee Recycling Coalition
- Southeast Recycling Development Coalition
- Packaging Strategies
- Forums
 - The Packaging Summit, May 2007-2008
 - Sustainable Packaging Forum, October 2007
 - Sustainable Package Design, January 2008
- WalMart Scorecard Web
- Conservatree.Com
- PaperCalculator.Org