



PRO CARTON
PACKAGING FOR
A BETTER WORLD



Cartonboard

Circularity Leadership and Responsibility



Pro Carton

European Association of Carton and Cartonboard Manufacturers



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Who are we?

Pro Carton is the European Association of Carton and Cartonboard manufacturers. It represents members of over 42 mills in 15 countries in Europe accounting for more than 90% of European cartonboard production and the carton converting industry.

Pro Carton members drive sustainable forest management as a relevant pillar to mitigate negative impacts of climate change, preserve bio-diversity and promote forest growth.

What do we do?

Pro Carton promotes the functionalities and benefits of cartons and cartonboard to brand owners, the trade as well as designers, the media, and EU policymakers as a renewable, recyclable, and circular packaging material.

www.procarton.com

Pro Carton

Our members are leading suppliers of sustainable packaging solutions



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Circularity leadership comes with responsibility

Sustainable Forest Management

More than 90% sourced from EU forests
European forests are growing: about 1.5 times area of the NL in past 15 years
Forest-based sector absorbs >20% of Europe's GHG emissions



Cartonboard and Folding Carton Production

European value creation: resilient bio-economy
24% CO2 reduction cradle-to-grave 2018-2021
Efficient use of resources

90% of water returned to the environment after purification

62% of renewable energy in operation, and growing

Demonstrating 'zero-waste' production



Collection & Recycling

83% recycling rate
Target of 90% by 2030
Cartonboard fibres are resilient
Over 54m tonnes recycled in 2022



Brand Owners

Packaging the most important touch point

Design for recycling

Co-development

Pledge 2025



Consumers

High level of trust and confidence in collection and recycling systems (88%)
Recyclability (85%) and renewability (81%) most relevant packaging features
Increasing demand for sustainable packaging solutions



Retailers

Important partner for collection
Differentiation through sustainable packaging
Increasing share of private label

