



UNFOLDED

AN ePAPER ABOUT CARTONBOARD

Dear Sir or Madam,

Cartonboard is the most sustainable packaging material: renewable, recyclable, biodegradable AND with the lowest CO₂ values. **326 kg CO₂ eq/t** within the entire value chain – from the tree to material recycling (cradle-to-grave).

Rethinking existing packaging can be the key to more sustainable solutions, and can also lead to new shopping experiences. What it takes is courage to leave beaten tracks. And quite often, sustainable packaging solutions are nowadays getting attention and are awarded.



EXCELLENT CO₂ BALANCE OF CARTONBOARD PACKAGING PROVEN

SUSTAINABILITY

The new calculation of the international RISE Research Institutes of Sweden based on the ISO standard 14067 was carried out in accordance with the CEPI method of April 2017 and the CITPA of March 2018. With 326 kg CO₂ eq/t, cartonboard has the absolute lowest CO₂ values of all packaging materials and thus makes a positive contribution to climate change and the environment. The ingenious aspect: Trees absorb CO₂ from the atmosphere and folding cartons store CO₂ during their entire life cycle. The more often cartonboard is recycled, the longer the CO₂ stays stored.

McDonald's SALAD PACKAGING NOMINATED FOR UK PACKAGING AWARDS

RECYCLED CARTONBOARD, SUSTAINABILITY, CUSTOMER STORIES

To go, please! Sustainability is becoming an important topic for on-the-go consumption. McDonald's completely replaces the single-use plastic containers for their salad by cartonboard packaging (Browncolor from MM Karton). The positive environmental impact: every year 100 tons less plastic for McDonald's in the UK and in Ireland alone! This innovative step has been honored with nominations at the UK Packaging Awards in the categories "Innovation of the Year" and "Resource Efficient Pack of the Year"!



BRILLIANT SOLUTION TO PROTECT THE ENVIRONMENT

RECYCLED CARTONBOARD, SUSTAINABILITY, CUSTOMER STORIES

A brilliant and at the same time simple solution to protect the environment: The brand Sonett completely replaces the usual bulky plastic scoop by a dispenser made of recycled cartonboard (Multicolor Mirabell™ from MM Karton), which is enclosed flatly in the detergent packaging. Thus, savings in packaging height and storage space as well as transport costs are achieved.

At this year's ECMA Awards ceremony, this solution was rightly awarded as the winner in the category "General Packaging – Recycled Cartonboard".

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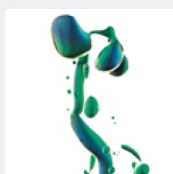
Find more latest news of the cartonboard industry and Mayr-Melnhof Karton.

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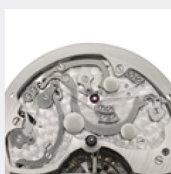
COMPREHENSIVE PRODUCT PORTFOLIO OF MM KARTON



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