

**Corrugated  
Packaging  
Council**

*Providing information on  
performance and  
environmental attributes of  
corrugated packaging*

A P R O J E C T O F T H E C O R R U G A T E D P A C K A G I N G I N D U S T R Y

**FOR IMMEDIATE RELEASE**

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**“BOXING DAYS”  
CORRUGATED RECYCLING EVENT  
MARKS NINTH HOLIDAY SEASON**

ROLLING MEADOWS, IL (May 12, 2003) – The Corrugated Packaging Council (CPC) has celebrated its ninth annual Boxing Days recycling event. Boxing Days is a grassroots, community event encouraging consumers to recycle their leftover corrugated boxes after the holiday season, when the gifts have all been opened and unwrapped, leaving behind a glut of discarded packaging.

**Boxing Days 2003** communities included Hot Springs, Arkansas; Cincinnati, Ohio; and Morristown/Hamblen County, Tennessee. Each participating community has promoted Boxing Days for several consecutive years (this is Morristown’s eighth). Since the program’s introduction in 1994-95, eleven North American communities have participated in Boxing Days.

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Boxing Days events are designed to increase public support for recycling corrugated boxes and packaging. For more than a century, most products have been shipped from manufacturer to warehouse, to retail store, in corrugated boxes. That's because corrugated's inherent cushioning properties keep package contents safe from damage in transit, better than any other shipping-container material.

Consumers today are justifiably concerned about disposable packaging's impact on the environment. The beauty of corrugated packaging is that it is widely and repeatedly recyclable – more than 75 percent was recovered for recycling in 2000. Market demand for old corrugated containers (OCC) is consistently strong because paper mills need the recovered fiber to make new corrugated board, closing the loop from manufacture to use, to disposal, to reuse of this highly effective, renewable, natural package.

The corrugated industry is not satisfied with its commendable 75 percent recovery rate, even though it far surpasses that of other package materials. Why? Because approximately 95 percent of corrugated *could* be recycled, if more consumers and businesses shared in that goal. Not only that, the fiber is needed for their paper mills.

Recycling corrugated is easy. Communities usually ask residents to flatten boxes, and sometimes to bundle them with twine or place them inside a paper bag at curbside, for pickup on their designated recycling day. Some communities ask residents to bring their recyclables to central drop-off centers or “transfer stations.”

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Boxing Days events help remind consumers and local businesses that their used boxes can and should be recycled, *not* put out with the trash. Corrugated is a valuable, renewable resource, even after it has withstood the rigors of long-distance transportation. Its useful life extends far beyond its shipping destination, as it can be recycled over and over again into new, equally durable and protective corrugated boxes for shipping more products wherever they need to go.

To support community Boxing Days events, the corrugated industry provides educational materials and information about recycling. The most popular of these is the corrugated snowmen that are provided for thousands of school children in participating communities. Made of corrugated cardboard in the shape of a 15x9-inch snowman, they're made for coloring on one side, with Boxing Days and corrugated recycling instructions on the back. Local Keep America Beautiful affiliates in each community receive the corrugated snowmen and deliver them to elementary schools and other frequented public locations. They also coordinate local publicity to help promote participation.

The snowmen provide a fun sample of corrugated cardboard which the kids bring home from school, to promote awareness at home and help families properly identify corrugated for recycling. (Corrugated cardboard is made of paper, with a ruffled layer, called "fluting," between two solid sheets, called "linerboard".) The snowmen are produced by Liberty Carton Company for the CPC.

Nationwide, community interest in Boxing Days continues to grow each year. The program's popularity has compelled the CPC to begin

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redesigning the event for wider, future implementation. A newly transformed Boxing Days format will be announced later this year for future holiday seasons.



For more information, or to provide suggestions for the new Boxing Days format, contact the Corrugated Packaging Council (Cheryl Young, 401-884-3701 or Heather Marshall, 847-364-9600). Boxing Days information can also be found online at [www.corrugated.org](http://www.corrugated.org).

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The Corrugated Packaging Council (CPC) is a non-partisan coalition that develops and coordinates industry-wide programs to address corrugated packaging issues. The Council is sponsored by the Association of Independent Corrugated Converters (AICC) and the Fibre Box Association (FBA).