

PACKAGING CHOICES MATTER

Consumers are increasingly keen to make good environmental choices in their everyday purchases. This includes the packaging in which they take away the all-important morning coffee, snack or lunch.

Consumers expect packaging to be responsibly sourced, easily recycled with a minimal impact on the environment and ultimately, the world's forests. Recognising the importance of meeting customer expectations, more and more manufacturers are now producing packaging certified as sustainable through assurance programmes such as PEFC's.

PEFC (Programme for the Endorsement of Forest Certification) is an independent, not-for-profit organisation which promotes sustainable forest management through the certification of forests and the products that come from them including paper-based packaging.

Leading UK packaging suppliers are already supplying the restaurant and 'food to go' sector with PEFC-labelled packaging products.



THE PEFC LABEL

Business owners who want to demonstrate sustainable sourcing credentials to their customers should ask their suppliers for PEFC-certified packaging materials. Using certified products and labeling them, can boost recognition of your brand and enhance your company's reputation. If you are already using certified materials, ask your supplier to apply PEFC's 'two trees' label which is exclusively available on PEFC-certified products. Your business will be demonstrating its support for a healthy future for the world's forests.

BENDERS PAPER CUPS

Benders Paper Cups produce high-quality paper cups for a diverse client base and is the UK's only dedicated paper cup manufacturer. All of the paperboard fibre used to make its cups comes from PEFC-certified forests.

"Using the PEFC label on our cups enables us to demonstrate that our materials have been responsibly sourced.

This is important as consumers think far more about the material that cups are made from nowadays and also want to feel comfortable that they can be recycled and reused easily." says Benders Marketing Manager, Adrian Pratt.



CONSUMERS TRUST LABELS

Labels visibly communicate trust and add brand value. Environmental labels such as PEFC's enable you to communicate your commitment to responsible sourcing. According to the first PEFC/GfK Global Consumer Survey, an overwhelming majority of consumers globally – more than 80% – want companies to use labels on products with 30% of all consumers saying they actively look for forest certification labels.

AB GROUP PACKAGING

AB Group Packaging is a high-volume, manufacturer of quality, renewable PEFC certified paper bags and carrier bags for the food to go sector. The company operates in the UK and across Europe and the US. It uses the PEFC certification labels on its paper bags and food wraps to demonstrate a corporate commitment to supplying customers with responsibly sourced products.

A leading luxury food hall brand has specified that all the carrier bags used in its food hall should be certified and labelled. They require that all the wood-based products they use in their business are certified to ensure that they come from well managed forests.

"Companies specifying our bags can be assured that they are choosing an environmentally friendly paper alternative to the traditional plastic bag." said AB Group Packaging Managing Director, Dermot Brady.



WHY PEFC?

PEFC has a dedicated UK team to provide training, information and support on the use of the PEFC label.

They are available for technical questions and advice on how to communicate PEFC certification beyond the use of the label.

The PEFC label provides assurances that the products on which it appears come from responsibly-managed forests. With more than 18,000 companies involved in PEFC Chain of Custody certification, the PEFC label now appears on thousands of certified products around the world.

COLPAC

With 80 years of unrivalled expertise in the creation of innovative sandwich and food to go packaging solutions, Colpac's wide range of packaging features strong green credentials.

"Consumer perception is very important to the companies we supply," says Clare Lloyd, Key Account Manager at Colpac. "So it is paramount that we are able to demonstrate a commitment to sustainable sourcing. The PEFC label can serve as an excellent stamp of approval, giving customers confidence in a product's environmental credentials".



PEFC's distinctive "two trees logo" transcends language barriers, making it a truly global brand

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CERTIFIED PACKAGING

FOR THE FOOD TO GO SECTOR

