

CHOOSING PAPER

Four reasons to explore paper-based packaging performance

Paper-based packaging can be a great solution for many products. Discover four reasons why Amcor's AmFiber™ paper-based packaging solutions may be the right choice for your brand.

CONSUMER PERCEPTION AND RECYCLABILITY

Consumers often perceive paper-based packaging to be a more sustainable option and easy to recycle, thanks to widespread paper collection and recycling availability. On the shelf, paper-based solutions meet consumers' preference for a more natural look and feel.

1



Many AmFiber™ paper-based solutions meet the requirements to be recyclable in most countries' paper recycling streams.

Consumer perception of sustainability by packaging type

PAPER-BASED CARTONS

RANKED TOP 3



RANKED TOP 5

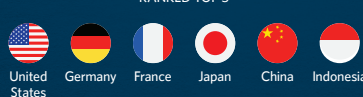


FLEXIBLE PAPER

RANKED TOP 3



RANKED TOP 5



Source: McKinsey - Sustainability in packaging: Inside the minds of global consumers, December 2020. Packaging substrates ranked by numbers of respondents in 10 countries who indicated "extremely" or "very" strong to the question "How sustainable do you think each of these packaging types is?"

THE RIGHT BARRIER FOR THE RIGHT PRODUCT

The biggest challenge with a porous material like paper is the barrier. AmFiber™ paper-based solutions are available in a variety of barriers that protect appropriately against oxygen and moisture to provide a long shelf-life.

2



MACHINABILITY & SPEED

When it comes to paper packaging there can be challenges, machinability and speed on existing machines can be problematic. AmFiber™ paper-based solutions have shown excellent results, which means switching to paper-based packaging couldn't be easier. And, Amcor's Field Technical Service can be on hand to support.

3



THE FUTURE OF PAPER

Amcor's innovation in the paper-based packaging space is opening new opportunities for brands. AmFiber™ Performance Paper is a high-barrier, PVDC-free, recyclable paper-based solution designed with the future of more sustainable paper solutions in mind.



4

While there's no one best packaging type, there is one **best packaging partner**.

Amcor will help you understand if paper-based solutions are a good fit for your products' needs. Additionally, we can help you prepare for your paper packaging's end of life with Amcor's paper recyclability testing. Ahead of official recyclability certification, brands can work with paper experts at the Amcor Innovation Center Europe for an initial recyclability screening.

Learn more and contact us today at amcor.com/amfiber.