

“A plain cardboard box offers countless properties and functionalities”.



BUT WHAT STANDS BEHIND?

The approach to prevention adopted by Comieco and the paper pipeline is confirmed by a consistent data base concerning environmental performance and considering innovation in materials.

PREVENTION INDICATORS

Minimizing all environmental impacts is the best packaging waste management option.

The players involved in prevention processes: PAPER MILLS PROCESSORS USERS



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ACHIEVING RECOVERY AND RECYCLING TARGETS

Apparent consumption of paper and board packaging

Source: Conai

Year	Consumption (kt)
2020	4.634
2019	4.939
2018	4.992
2017	4.868
2016	4.709
2015	4.585
2014	4.421
2013	4.171
2012	4.255
2011	4.436

Recycled paper and board packaging waste

Source: Comieco

Year	Waste (kt)
2020	4.048
2019	3.989
2018	3.981
2017	3.886
2016	3.752
2015	3.653
2014	3.482
2013	3.531
2012	3.594
2011	3.526



87%
PAPER AND BOARD
PACKAGING
RECYCLING
RATE

-40 million m³
AMOUNT OF
WATER SAVED
IN 9 YEARS

+30%
IMPROVEMENT
OF ENERGY
EFFICIENCY IN
THE LAST 25 YEARS

Source: processed Assocarta data

RESULTS OF
PREVENTION IN
THE PACKAGING
PRODUCTION AND
RECYCLING
PIPELINE



ACTIONS FOR PREVENTION

More than 1 million tons of corrugated board were saved by reducing its base-weight:



573 gr/m² → **544 gr/m²**

Source: GIFCO

Use of paper for recycling for packaging production

Source: Assocarta

Year	Paper (kt)
2020	4.910
2019	4.730
2018	4.795
2017	4.645
2016	4.515
2015	4.465
2014	4.310
2013	4.305
2012	4.085
2011	4.379

Amount of packaging tested for recyclability

Source: Comieco

Year	Units (n)
2020	681
2019	401
2018	121
2017	62
2016	77
2015	76
2014	84
2013	50

439

PRODUCTS GRANTED
THE ATICELCA BRAND
“RECYCLABLE WITH PAPER”



comieco.org
THE BEST PACK
DATA BASE CONTAINS
OVER 1,000 EXAMPLES
OF ENVIRONMENT-
FRIENDLY
PACKAGING

INNOVATION AND SUSTAINABILITY

2020 CONAI TENDER FOR PREVENTION

500 thousand EUR AWARD BUDGET (ALL MATERIALS)

61 PAPER AND BOARD PACKAGING UNITS AWARDED FOR:



PATENTS POINT OUT TO INNOVATION AND BRING THE CIRCULAR ECONOMY TO LIFE

FROM 2010 TO 2020

433

PATENTS

Source: UIBM and Orbis IP

