
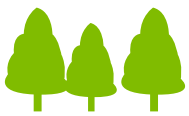








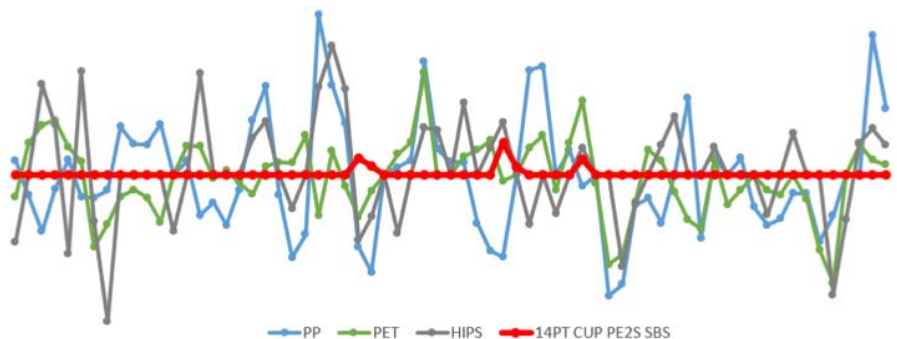
THE POWER OF PAPER!

Graphic Packaging International is one of the largest manufacturers of paperboard and paper-based packaging for some of the world's most recognized brands. With a product portfolio that emphasizes renewable, recycled, and recyclable materials, we are as committed to our customers as we are to protecting the environment. When it comes to single-use foodservice packaging, paper not only elevates your brand, it can help you take the customer experience to a whole new level. See what benefits paper can bring to you!

		PAPER	PLASTIC
	BRANDING	<ul style="list-style-type: none"> Vibrant, full surface printing and coverage Heightened brand visibility 	<ul style="list-style-type: none"> Potential for darker drinks to overwhelm branding
	RESOURCES	<ul style="list-style-type: none"> Fully renewable, sustainably grown resource Graphic Packaging International offers added benefits: <ul style="list-style-type: none"> Meets the Sustainable Forestry Initiative (SFI®) Certified Sourcing Standard Vertically integrated mill system 	<ul style="list-style-type: none"> Non-renewable, fossil fuel-based resources
	CUBE SPACE / TRANSPORTATION	<ul style="list-style-type: none"> Less cube space used - ~25% on average 	<ul style="list-style-type: none"> More storage space needed More trucks on the road = more emissions and fuel
	ACCEPTANCE & RECOVERY	<ul style="list-style-type: none"> Widely accepted in recycling streams across the US Over 28 mills and growing have confirmed acceptance 68% paper recovery rate in 2018 Graphic Packaging International offers added benefits: <ul style="list-style-type: none"> Founding member of two industry groups working to increase paper cup acceptance into the recycling stream Commercially compostable ecotainer® brand allows another end of life option where available 	<ul style="list-style-type: none"> Only 14% of plastic packaging is actually collected for recycling Once additional losses are factored in, it is estimated that only 5% of plastic packaging is actually retained for a subsequent use
	CONSUMER PERCEPTION	<ul style="list-style-type: none"> 67% of consumers have a positive environmental perception of paper 	<ul style="list-style-type: none"> 36% of consumers have a positive environmental perception of plastic
	ENERGY	<ul style="list-style-type: none"> GPI mills average 70%+ renewable energy The Forest Products industry generates more renewable energy than any other industry 	<ul style="list-style-type: none"> Renewable energy is not commonly used
	PERFORMANCE	<ul style="list-style-type: none"> Paper sweats less than plastic Paper offers a more tactile surface for easier handling 	<ul style="list-style-type: none"> Plastic sweats more, leading to more mess in the car cup holder, on the desk and on consumer's clothing Condensation impacts handling, making the cup slicker which could lead to spillage and mishaps
	PRICE	<ul style="list-style-type: none"> Paper raw material pricing is more stable Generally, paper offers a significant savings over plastic 	<ul style="list-style-type: none"> Plastic pricing is more volatile and more expensive than paper

HISTORICAL PRICE TRENDS

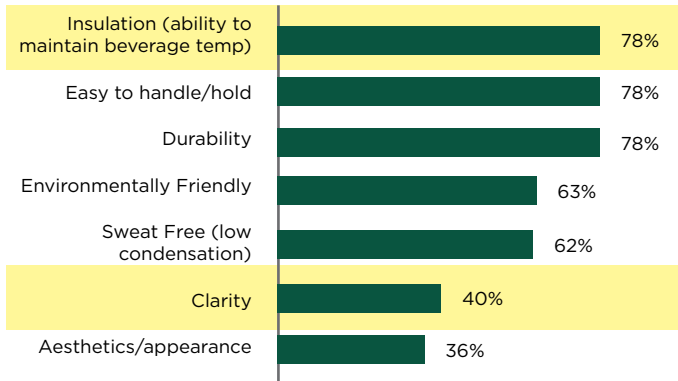
Over the last five years paper has shown more price stability than resin.



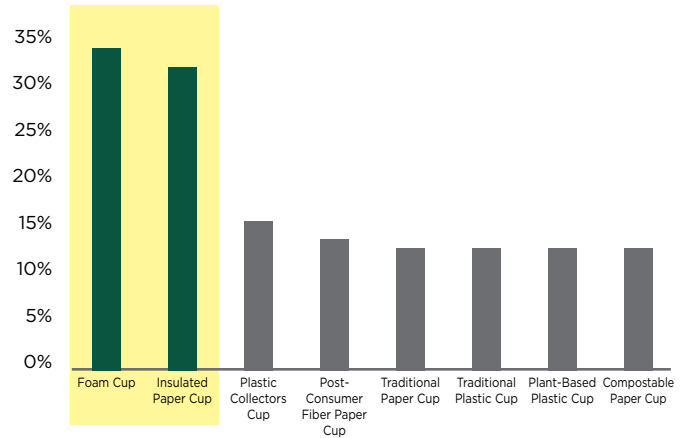
CONSUMER PERCEPTION

A recent independent study regarding single-use foodservice packaging asked consumers to rate the importance of various cold cup attributes. As indicated below, Clarity rated low on the list while Insulation was among the top attributes. Consumers were then asked which cup type best aligns with the attribute of insulation. Paper insulated cups were ranked highest, second only to foam.

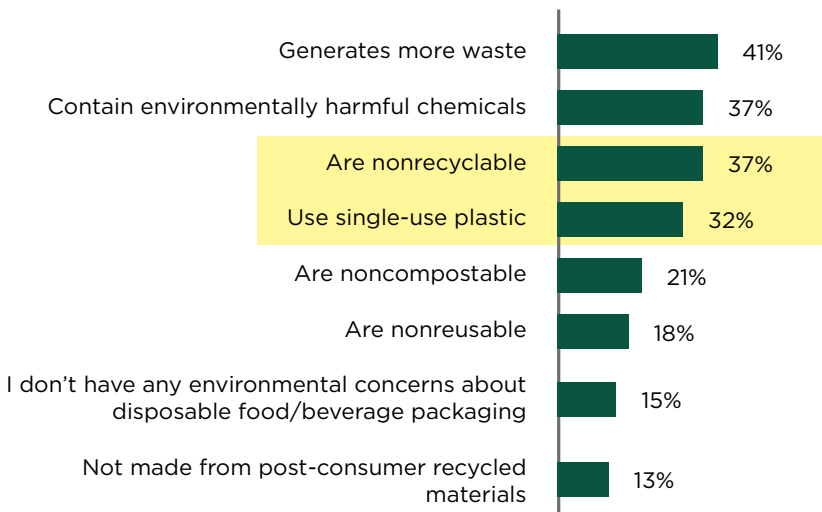
% of Consumers surveyed who rate the following attributes as moderately/extremely important



Consumer survey: which cup type best aligns with the attribute of insulation



In the same independent study, consumers were asked to choose which of the following are your three top environmental concerns surrounding single-use food/beverage packaging. A third or more consumers ranked recyclability and single-use plastics as one of their top three. And guess what? Paper cups can and are being collected, processed through the recycling value chain and manufactured into new products; 28 mills have confirmed acceptance.



Sources: Technomic, EPA, New Plastics Economy, Chem Data, GPI Analysis