



PRESS RELEASE

Image of packaging materials: corrugated board is best in class

Study shows corrugated board is seen as best-performing material for transport packaging

Darmstadt, 29 July 2015 – Corrugated board has an outstandingly positive image, according to a representative study recently conducted by the well-known German opinion research institute TNS Emnid. Respondents gave corrugated board top marks in six out of twelve performance categories compared to other packaging materials. Corrugated board thus further improved on its already excellent image from previous surveys.

In April and May, TNS Emnid asked decision-makers in industry, retail and politics to rate transportation packaging made from metal, plastics, solid board, paper, corrugated board, foam and wood. The result: respondents felt corrugated board offered the best value, was easiest to recycle, easiest to handle and was the most compact in storage. Furthermore, corrugated board was rated as the most versatile and appealing packaging material. In sum, corrugated board was ranked top in six categories in the TNS Emnid survey, making it the clear overall leader, followed by metal (ranked top in two categories) and plastics (ranked top in one category).

TNS Emnid also looked into the relevance of these results for users of transport packaging. They found that four out of the six categories topped by corrugated board were extremely important for respondents from the industry and the retail sector: cost-effectiveness, easy handling, compact storage and good recyclability. Corrugated board also gained ground against the leaders in categories where it did not come in first place. For example, it significantly improved its image with regard to stability. In this category, it went up one rank to come in third behind metal and wood and two places ahead of plastics.

Environmental compatibility is a key factor in the image of a packaging material; corrugated board is viewed as having similar environmental benefits to paper and solid board. For example, 90 percent of respondents said that corrugated board was easy to dispose of; two-thirds viewed it as resource-friendly; two out of three were convinced that it had only a modest environmental footprint. Three-quarters of respondents said that corrugated board was inexpensive to recycle. TNS Emnid's conclusion: the industry and the retail sector view recyclability not only as one of the most important features of transport packaging, but also as a core competence of corrugated board.

Find attached a chart ranking the different packaging materials.

