

EcoTect®

100% Recycled Packaging Board

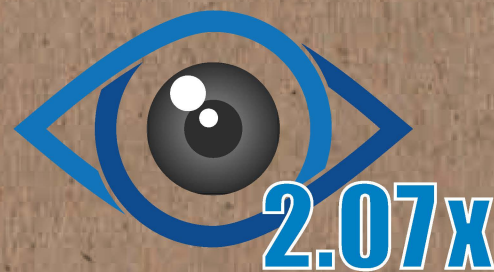


Natural look for your natural brand

The breakthrough visual appeal of packages made with EcoTect® recycled paperboard for cereal, rice and granola bars conveyed a natural brand message. That's why they outperformed the other packages in Clemson University's immersive retail shop during the eye-tracking study.

In this study, products packaged with EcoTect board were compared to existing brands in a retail setting.

*Get full study results at sonoco.com/ecotect/eyetrack.



Shoppers looked at granola bars packaged in EcoTect board more than twice as long as other packages.



shoppers thought products packaged in EcoTect paperboard looked the most **organic** or **natural**.





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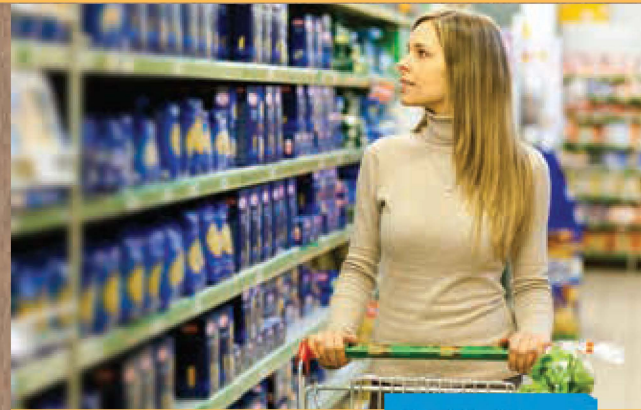
100% Recycled Packaging Board

Using the past to sustain the future

Natural. Economical. Compelling.

Need even more reasons to enhance your brand in a more natural, environmentally responsible way?

- 1 With a lower density per caliper than traditional substrates, EcoTect® board can offer significant costs savings.
- 2 It's made from 100% recycled fibers (85% post-consumer), and it's recyclable.
- 3 It makes images and colors pop and is a proven substrate in flexo, offset and digital technologies.
- 4 EcoTect paperboard's optimum stiffness, flatness and bending endurance make it ideal for folding carton applications, but it also stands ready to eco-enhance deli trays, bakery boxes and even file folders. The result? Increased versatility with high-speed, machine-filling capabilities.



Technical Information

Certified for HP Indigo

Caliper range of 16 to 32 pt. with more options upon request

Densities ranging from 3.4 to 3.8 for excellent yield

Proven substrate for offset lithography, flexography and digital printing technologies

Performs well in laminating and coating applications

Meets FDA requirements for food contact packaging

Dedicated product development team skilled at creating custom solutions

A commitment to quality, responsiveness and service

Multiple mill locations providing supply security

Sourced from 100% recycled materials (85% post-consumer, 15% post-industrial)

PiQET™ (Packaging Impact Quick Evaluation Tool) analysis available

Available as chain-of-custody certified to any of the three fiber certification programs. Learn more at www.sonoco.com/environment

