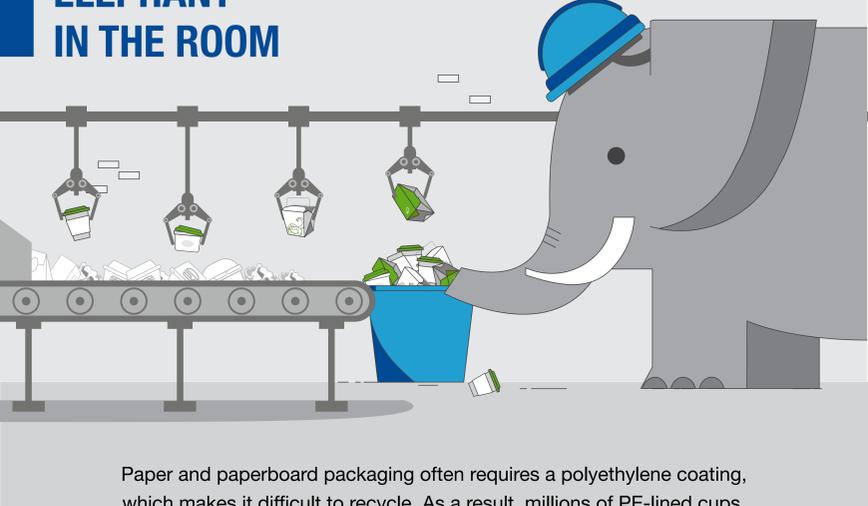
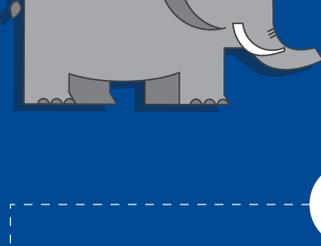


THE (POLYETHYLENE) ELEPHANT IN THE ROOM



Paper and paperboard packaging often requires a polyethylene coating, which makes it difficult to recycle. As a result, millions of PE-lined cups, containers and boxes end up in the landfill. All that waste is the proverbial elephant in the room — the massive recycling issue we cannot ignore.

So, to help visualize the problem, we calculated paper packaging waste in elephants.

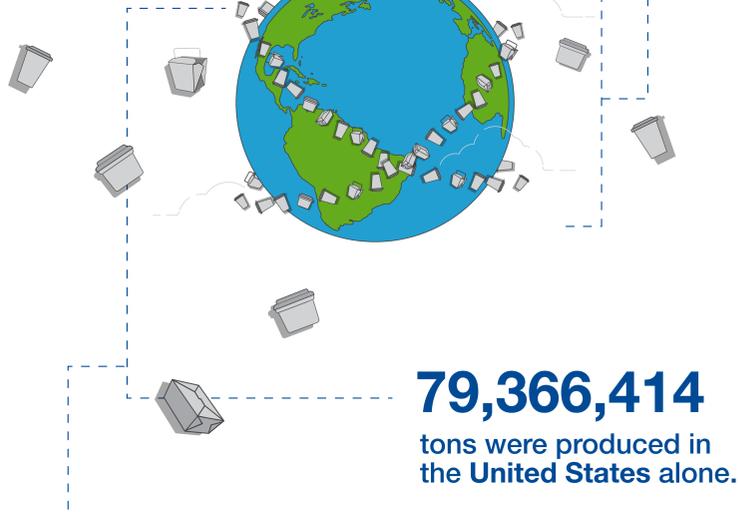


The average elephant weighs* **9,500 lbs**

1 U.S. ton = 2,000 lbs

282,346,019

tons of packaging paper were produced globally in 2018.**



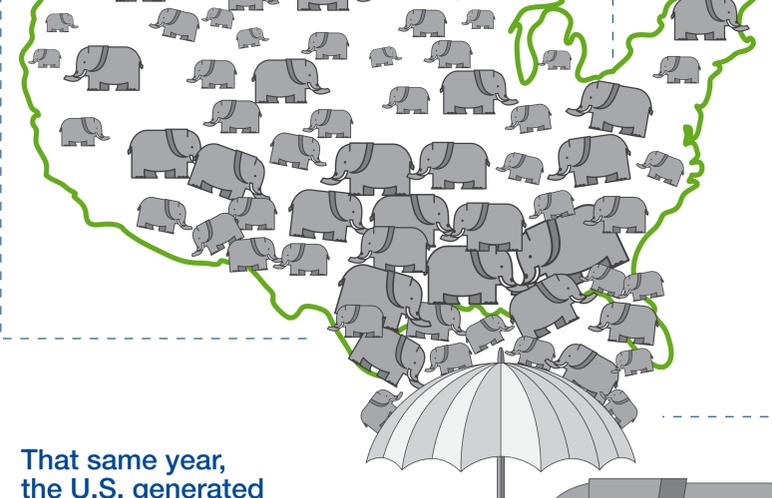
79,366,414

tons were produced in the United States alone.

OR

16,708,718

elephants



That same year, the U.S. generated

41,900,000

tons of waste from paper and paperboard containers and packaging.

Paper plates, cups and other food service items made

1,400,000

tons of waste.



That's

294,736

elephants.

Overall, paper containers and packaging (excluding corrugated boxes) had a recycling rate of only **20.8 percent** that year.

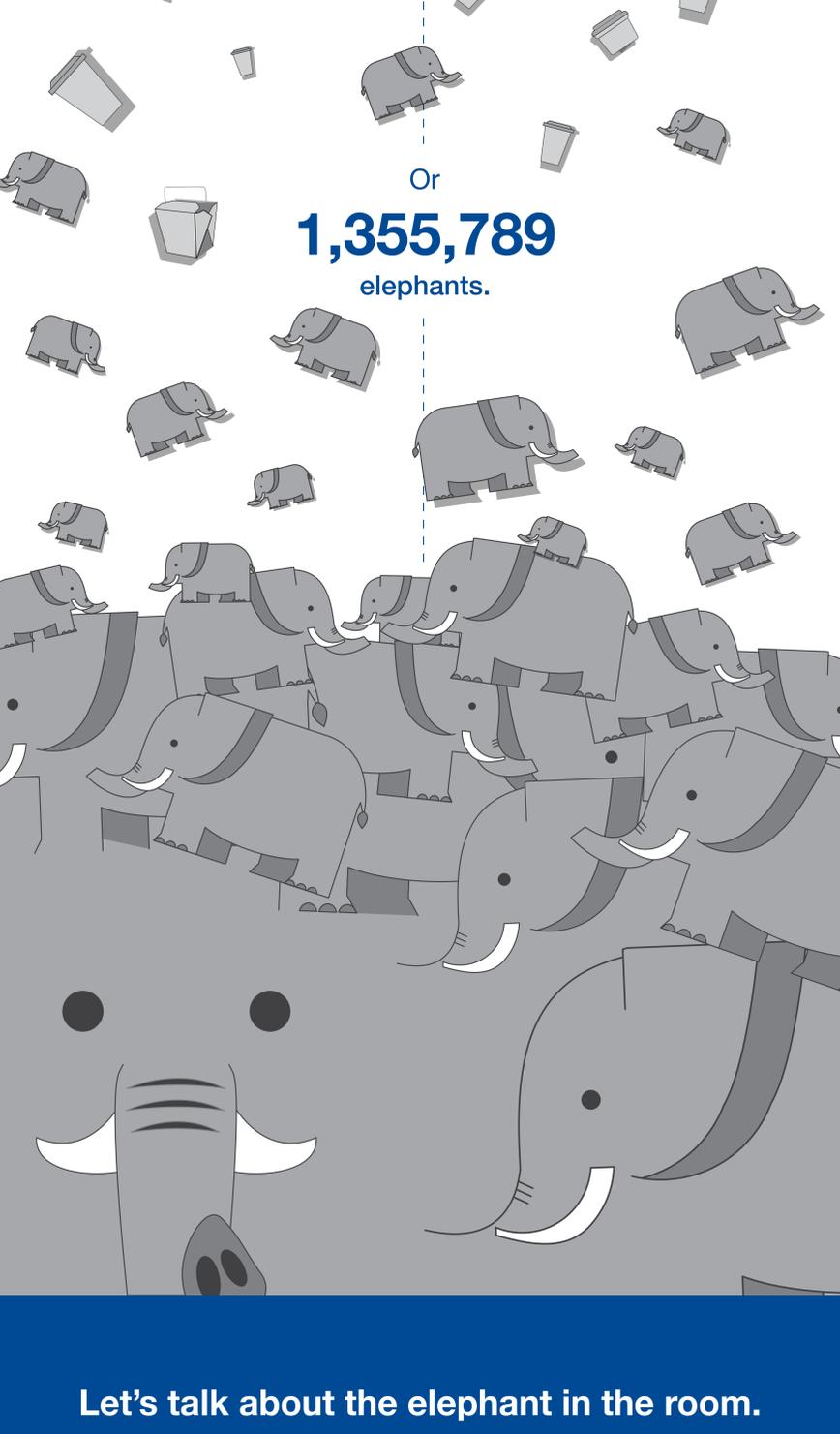
6,440,000

tons of paper and paperboard container and packaging waste ended up in the landfill.

Or

1,355,789

elephants.



Let's talk about the elephant in the room.

Chemists at BASF have developed a recyclable alternative to extruded polyethylene: a pair of water-based polymers called JONCRYL® HPB 4010 and JONCRYL® HPB 4030. The technology is used to produce heat-sealable liquid-barrier coatings for paper and paperboard containers and packaging.

Most importantly, it empowers formulators to create repulpable and recyclable packaging.

Repulpability improves recyclability, which supports brand sustainability and minimizes landfill costs — and reduces the number of elephants in the room.

To learn more, contact us at dpsolutions@basf.com or visit basf.us/dpsolutions

BASF

We create chemistry

*Based on average weight of adult African elephant at 9,500 lbs.

**All figures shown in U.S. tons.

National Geographic: <https://on.natgeo.com/3ZqOlaZ>

Statista: <http://bit.ly/3GC4jf4>, <http://bit.ly/3X1pbUn>

EPA: <https://bit.ly/3Zwhebp>, <https://bit.ly/3Zwhq9>, <https://bit.ly/3k9v03t>, <https://bit.ly/3Zwhebp>

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