

Curtis Packaging Sustainability Initiative Highlights

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Primary business: Folding Carton Manufacturing

Environmental objectives or summary of sustainability mission statement:

At Curtis, we treasure the natural environment. We produce eye-catching custom folding cartons that are sourced from sustainably managed forests, responsibly manufactured, and easily recyclable.

Sustainability Initiative:

We strive to follow a triple bottom line accounting system. This means that we hope to incorporate planet, people, and profit into our entire decision making process.

Major Goals:

Our major goal is to continuously improve our processes to enhance our environmental performance. Quantitative goals and targets for specific projects are set based on solid data that we collect during the planning process. In the future, we will:

- Decrease our fossil fuel consumption.
- Try to increase the amount of recycled content in our packaging.
- Decrease our overall carbon footprint.

Major Accomplishments:

- Our facility is powered using 100% renewable electricity, purchased through Renewable Energy Credits.
- In 2007, we became the first carbon neutral packaging company in North America. We offset all unavoidable greenhouse gas emissions by investing in domestic clean energy projects.
- We offer paperboard that is certified by the Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI). We also offer stock with up to 100% post-consumer recycled content.
- We created several proprietary printing processes that cost less to produce and make cartons that previously needed to be landfilled recyclable. We won a Connecticut Innovation Award for a process called CurtCHROME™.

Lesson(s) Learned:

- Education is key. We needed to educate our customers about the value of sustainability and our staff about our sustainability goals. Attaining corporate wide buy-in on our sustainability goals allowed us to identify many opportunities for improvement.
- There is no sustainability playbook; there are shades of gray in most environmental decisions and educating yourself about the environmental aspects of your business takes time. The important thing is to strive for continuous improvement.
- Partnerships and strategic alliances can be immensely helpful. We aligned ourselves with the Sustainable Packaging Coalition and CERES, both of which bring together a diverse group of professionals with great ideas about sustainability.