ECO BRIEF **2021**

Autajon PACKAGING THORO

1467 Davril Cir
Corona, CA 92878
www.thoropackaging.com

Eco Definitions

What defines sustainable packaging?

RENEWABLE RESOURCE

A natural resource which replenishes to overcome that which is used or consumed, through naturally occuring processes in a finite amount of time on a human time scale.

BIO-BASED / BIO-SOURCED MATERIAL

Material partially or fully made from substances derived from renewable biological resources. This material is commonly referred to as bio-based. While bio-based materials are often biodegradable, this is not always the case.

BIODEGRADABLE MATERIAL

A material is considered being biodegradable if 90% of organic matter is broken down by a biological activity within 6 months. Biodegradable materials are not always compostable.

COMPOSTABLE MATERIAL

Compostable materials increase soil fertility. While compostable materials are always biodegradable, the opposite is not true. For a material to be considered compostable, it must fit within the following criteria:

-Full fragmentation of the material into biodegradable particles of less than 2mm in about 3 months (EN 14045 Standard).

-Compost quality must contain a very low concentration of heavy metals and produce no ecotoxicity.

-Stability of physical and chemical parameters such as Nitrogen, Phosphorus, Magnesium, Potassium concentrations, and PH.

-No disruption of the compost cycles through the release of harmful substances.

RECYCLABLE MATERIAL

Material that can be reintroduced directly into the production cycle for the full or partial replacement of raw material.

REUSABLE MATERIAL

Material that can be used again. Conventional reuse is when it is used for its original purpose. Repurposing, or creative reuse, is when the material is used to fulfill a different function. It is important to note that reusing is different from recycling, in which used items are broken down in order to provide new raw materials for the manufacture of new products.

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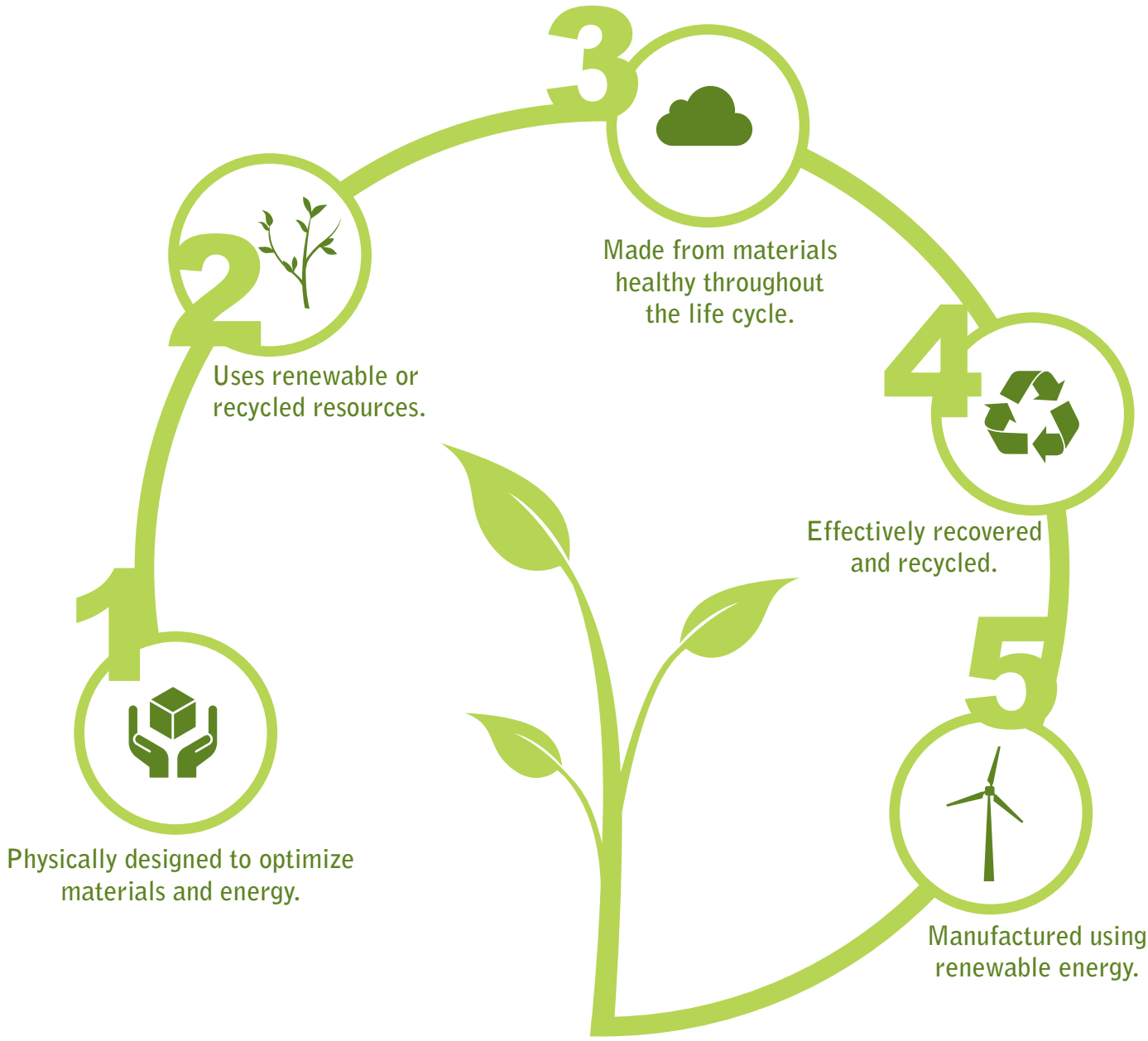
Sustainable Packaging System

How is your sustainable packaging from Thoro made?



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It's all in the Design

70% of the overall impact of a product is determined by the design phase.[1]

Here the internal cell partitions of the design cut down on the need for superfluous packaging made from harmful materials such as plastic.

Good design begins with anticipating the needs of a product by examining the critical aspects of its life cycle.

A clear understanding of performance requirements lead to informed material selection for production. The energy use over the life of a package is evaluated as well as material recovery once the package has reached the end of the life cycle. It's important in the design of a package to understand what it will be used for in order to satisfy the needs of the consumer and facilitate easy recovery.

- **Replace plastic**
- **Optimize quantity of board and caliper**
- **Combine items**

[1]The Natural Step. Design, 2004. The Natural Step, July 22, 2005. http://www.naturalstep.org/services/design.php

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2 Growing Green

Maintaining eco-environments
and bio-resources.

Bio-based renewable materials can support the development of sustainable packaging by providing a source of future packaging materials. The Forest Stewardship Council (FSC)® promotes responsible forest management and preserves biodiverse ecosystems. This regulatory body ensures that your paper is coming from sustainable resources.

Want your customers to feel the ♥ ?
Get the logo printed on your cartons!

FSC
www.fsc.org
FSC® C107875

The mark of
responsible forestry

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3 Healthy Materials

Read the ingredients panel.

Certain chemicals may result in the unintended release of harmful substances during the life cycle of a package. A vital part of sustainable packaging is ensuring all the ingredients, such as inks and coatings, are eco-friendly and safe for humans. Thoro Packaging is a certified low VOC manufacturer, making our manufacturing process ideal for your sustainable packaging.

Want your customers to feel the ♥ ?
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PRINTED WITH VEGETABLE-BASED INKS • LOW VOC's •

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The R word

Recovering material for Recycling.

Recycling is the cornerstone of sustainability. Creating sustainable packaging includes the development of economically viable and effective infrastructure and systems to collect and and recover materials for further use. If you're looking for packaging made from recycled content, try one of the boards below for a sustainable solution!

FULL NAME	ABBREV.	FSC/SFI	CALIPER	% RECYCLED CONTENT
Coated Natural Kraft	CNK	SFI	.014 - .030	15% Recovered Fibers
Bending Chip	BC	FSC	.016 - .028	100% with Minimum 50% Post Consumer Fiber
White Clay Coated Newsback	WCCN	FSC	.0116 - .0275	100% with Minimum 50% Post Consumer Fiber

Recycling needs a lot of handling.

Every Thoro employee is vital to our recycling process to make sure that our paper waste is recovered correctly before it is shipped to City Fiber. There it is sorted and SBS is seperated from specialty paper. City Fiber shreds and bales the waste, then ships it to a paper mill. There, it is processed to produce kraft board rolls that can be used for more packaging! Recycling is a huge part of our company culture, and together our team was able to recover and recycle over six million pounds of paper in 2019!

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5 Keep it Clean

Renewable energy for a sustainable world.

Renewable energy offers a solution to the severe environmental impacts of fossil fuels.
Thoro Packaging manufactures with 100% renewable energy.
We are also aligned with the EPA as a Green Power Partner to demonstrate our goal to protecting human health and the environment.
We offer the option of certifying print jobs as carbon neutral.

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Ask about printing the logo on your cartons!

REC

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