

## OHIO BLOW PIPE/ADVANCED AIRSYSTEMS

[www.obpairsystems.com](http://www.obpairsystems.com)

For 85 years the Ohio Blow Pipe company and its wholly owned subsidiary, Advanced Airsystems, have provided the corrugated and folding carton industries with systems and products to process scrap. We engineer, fabricate, install, service, provide system audits, and offer a wide range of scrap systems, dust collection systems and products to include cyclones, under roof AIR-SCREEN™ systems, pit belt systems, CLEANAIR dust collectors, Mist-Clone™ dust control systems for vacuum feeds, material handling fans, ductwork, switch valves, airveyors, balers, shredders and dust briquetters.

## OM PARTNERS

[www.ompartners.com/corrugated](http://www.ompartners.com/corrugated)

OM Partners makes paper makers and packaging companies more profitable and more efficient by optimizing their operations. By utilizing mathematical solvers and advanced technology, corrugated producers remark that their corrugators and converting equipment run faster with less waste and higher on time delivery achievement within weeks after implementation. The OMP System consists of a comprehensive and fully integrated set of modules for order promising, forecasting, capacity planning, stock management, corrugator optimization, production scheduling, transport planning and automatic data collection.

## PAPER AND DUST PROS, INC.

[www.paperanddustpros.com](http://www.paperanddustpros.com)

We custom design, install and service air conveyed scrap and dust collection systems. Our unique APS® is smaller, lighter, and more reliable than current cyclones. Contact us to learn how the APS® System can enhance your operation.

## PROFERO SYSTEMS, INC.

[www.ProferoSystems.com](http://www.ProferoSystems.com)

Profero Systems the leader in double facer heating and traction section conversions along with other performance enhancing products. Featuring products from Contact Bars and Compensating Rolls to New Glue Machines and Double Facers.

## GF PUHL

[www.gfpuhl.com](http://www.gfpuhl.com)

GF PUHL designs, manufactures and installs air conveyed scrap & dust collection systems for the packaging and corrugated industries. With 36 years of experience, USA and International. Re-manufactured balers, filters, blowers and shredders available.

# Resurgence Of Paper Packaging Creates Opportunities For Converters

BY IAN LIFSHITZ

The more things change, the more they stay the same! In just 6 months, the way we socialize, entertain ourselves,



Ian Lifshitz

educate our children and go to work has been transformed and, in many ways, we are reverting to the past and as the world isolates and the impact on the environment can't be ignored. From cleaner air to reduced carbon emissions, consumer behavior is creating a renewed focus on

waste and the need is ever greater for supply chains to choose compostable, recyclable paper packaging.

Paper based packaging was used prior to the invention of plastic and Styrofoam packaging and has once again emerged as the sustainable choice. According to the World Bank's report; What a Waste 2.0, plastic packaging results in 80 million tons of waste yearly from the U.S. alone. In 2017, landfills absorbed 26.8 million tons of plastic with 5.25 trillion pieces of waste filling our oceans. And, every day around 8 million pieces of plastic makes their way into our oceans. The report also includes data showing that shoppers worldwide are using approximately 500 billion single-use plastic bags per year. This translates to about a million bags every minute across the globe, or 150 bags a year for every person on earth. Because it does not biodegrade, plastic is an eternal plague.

It's the circular economy effect



From folding cartons for fast food, take away and retail essential goods, corrugated containers for shipment of goods direct to consumer has increased exponentially. Reusable plastic and cloth bags are no longer being accepted at grocery stores, restaurants are increasing to go meals and seeking sustainable solutions, ensuring they maintain their sustainable commitments.

Some of us will remember grocery stores only providing paper bags, then evolving to "paper or plastic", then exclusively plastic, we've now come full circle back to only

CONTINUED ON PAGE 40

## SAUER SYSTEM

[www.sauersystem.com](http://www.sauersystem.com)

Sauer provides intelligent solutions for scoring, slitting, slit-scoring, and perforating on corrugators and floor slitters; and glue tab cutting, creasing, slotting, trimming and scrap chopping on presses. New, featured offerings include FRX Adjustable Folding Rail System and G3 Scoring System: the latest proven creasing technology on the market.

## STAFFORD GROUP

[www.go2stafford.com](http://www.go2stafford.com)

Interactive website for Stafford Corrugated Products and Stafford Cutting Dies. Featuring online ordering of replacement parts. Also, visitors can automatically calculate sheet size for most die-cut standards.

## SUN AUTOMATION GROUP®

[www.sunautomation.com](http://www.sunautomation.com)

SUN Automation Group® is a global industry leader providing corrugated box plants with innovative equipment for feeding, printing and converting. The wide range of products are proven solutions for increasing production, efficiency, and profitability. With 24/7 on-site technical support, SUN Automation is known for its great service and care.

## THACKER INDUSTRIAL SERVICE COMPANY

[www.thackerindustrial.com](http://www.thackerindustrial.com)

Specializing in corrugated machinery, TISCO offers quality-made products, support services, and more. TISCO has established a reputation of dependability, not only in the product, but in continued service support. With more than 25 years of experience, TISCO installs equipment and machinery, moves or sets up entire plants, rewires and rebuilds - all over the world. TISCO maintains a full fleet of trucks and equipment to perform to your requirements, anywhere, anytime.

## VT GROUP

[www.vtgrouponline.com](http://www.vtgrouponline.com)

VT offers prepress services for the POP display and corrugated shipping container industry including graphic design, optimized digitally imaged printing plates and innovative pre-mounting solutions. Our large-format digital printing facility (Digital Impact) is a leading short-run manufacturer of distinctive POP displays and signage where litho-like graphics are preferred.

## Paper Packaging (CONT'D FROM PAGE 38)

paper. This change goes beyond simply grocery stores, as companies and brands want a full circular economy, looking for complete sustainable solutions across their entire supply chain. From product sourcing, to development to end-of-life, a truly sustainable solution is in high demand. Sustainable, certified plantation grown paper products offer more significance to the value chain and the realization of circular economic goals.

Many companies are adopting operational supply chains from a circular economic lens. The approach examines how a sustainable product process can leverage compostable and recycled materials, resulting in less waste production and smarter use of renewable materials. Alignment with the circular economy encourages industrial symbiosis and a clear move away from the take-make-waste approach to manufacturing. It means finding opportunities to change how we consume things, while maintaining the benefits we derive from ecosystems.

We are starting to see more brands move away from plastic bags, plastic and Styrofoam containers and adopt sustainable, recyclable, and compostable solutions. Global brands such as McDonald's have committed that customer packaging will all come from renewable, recycled or certified sources by 2025. Diageo, the British beverage giant that bottles the classic beer brand Guinness, recently announced they'll be eliminating all plastic from their beer packaging and replacing it with 100 percent compostable or recyclable paperboard. They're investing \$21 million



to get rid of plastic ring four-pack and six-pack holders, along with all shrink-wrapping, and they'll be rolling out the changes to their other beer brands, Smithwick and Harp. By 2025, Nestlé has pledged to make 100 percent of ALL its product's packaging recyclable or reusable.

### Opportunity For Converters

This shift in thinking has created the opportunity for converters. According to consumer research conducted by McKinsey, consumer demand has increased for pharmaceuticals, health and wellness products, and food packaging. These sectors offer growth opportunities for paperboard converters looking to expand and diversify to reach full capacity. With this growth, comes new responsibility, as the converter has evolved beyond simply running product to a true partner and an integral part of the value chain.

The resurgence of paper packaging has created a tremendous opportunity for converters, as they evolved into a trusted business partner. Consumer brands, especially

those in the food packaging sectors want, need new functional and sustainable options.

As countries, states and cities have reopened, curbside restaurant pickup continues to rise. In March of this year, the most significant growth segments in the restaurant industry is the food take-a-way sector with food delivery and take-away orders nationwide skyrocketing 67 percent in March and digital restaurant orders jumped 63 percent, according to market research firm NPD Group. Additionally, according to a survey conducted by Online CARAVAN Omnibus and the published results found in 2019 Paper & Packaging Consumer Trends Report, research shows three in five adults (60 percent) of U.S. consumers are willing to pay more for sustainable options. It's up to the converter to understand the global trends, innovate and deliver to these new market shifts.

### Moving Forward

As we move forward, turning to the past will likely deliver some of our solutions. Spending more time with family, traveling less for work will impact our personal lives, while things like the reassurance of paper, recyclable and compostable will reduce negative effects that impact our environment. This too has resulted in opportunities. For converters who can innovate, understand market trends, and creatively develop solutions can thrive in this changing environment.

*Ian Lifshitz is Vice President of Sustainability & Stakeholder Relations at Asia Pulp & Paper Canada that recently won the Sustainability Product of the Year award for its Foopak Bio Natura line of food packaging products. Reach him at [ian@appcanada.com](mailto:ian@appcanada.com).*

## INDUSTRY CALENDAR

### SEPTEMBER 21

AICC Canada/CCCA 13th Annual Member Golf Tournament, Nobleton Lakes Golf Club, Nobleton, Ontario

### OCTOBER 5-7

FTA Fall Conference 2020: Cincinnati Marriott at River Center, Cincinnati, Ohio.

### OCTOBER 14-16

PPC 2020 Fall Meeting & Leadership Conference: Westin Savannah Harbor Golf Resort & Spa, Savannah, Georgia.

### NOVEMBER 10

AICC Region 6 Dinner & TAPPI Trade Fair: Marriott Oak Brook, Oak Brook, Illinois.

### NOVEMBER 17-18

PPC Folding Carton Boot Camp: PPC Headquarters, Springfield, Massachusetts.

### DECEMBER 2-4

AICC Mexico 2020 Annual Meeting & Trade Show: Hotel Camino Real Monterrey, Monterrey, Mexico.

### APRIL 26-28, 2021

AICC Spring Meeting: Amelia Island, Florida.

### AUGUST 9-12, 2021

TAPPI/AICC SuperCorrExpo: Orange County Convention Center, Orlando, Florida.

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