



CHARTA GLOBAL

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Charta Global Launches New Drinking Straw Paper in North America

New Application of Enza Kraft Line Aims to Address Growing Demand for Eco-Friendly Straws

Anaheim, CA, August 21, 2019 – Charta Global, provider of specialty, office, stationery, food grade and packaging boards for the US and Latin America, and strategic partner to Asia Pulp & Paper (APP), has launched a new paper application to provide an ecofriendly alternative to plastic straws in North America.

This new product offering addresses the changing demands of consumers, who continually look for brands and products that satisfy environmentally conscious goals. According to APP's 2019 Paper & Packaging Consumer Trends Report, 61% of consumers prefer to purchase products from companies that have made public commitments to sustainability goals.

As more restaurant and fast casual brands announce transitions away from single use plastics, APP's Enza MF brand provides a PEFC and FDA-certified solution for straw conversion. The 100% virgin fiber product is OBA free, chlorine-free and designed to run on all current straw converting equipment. Its advanced strength is ideal to handle all types of hot and cold liquids while maintaining the straw structure and integrity, and its smooth surface allows for complex printing and color design capabilities.

Available in widths of 500, 600, 1000 and 1500 mm, the product has a final basis weight of 300 gsm that can be achieved by customizing the three layer structures. Optional features include off-line coating for added surface protection and detailed graphics. The product is designed to last up to five hours in chilled water making it suitable for standard straws, U-shaped straws for aseptic boxes, liquid pouches, and even stir sticks because of its dense base paper.

"We're pleased to bring a plastic straw alternative to the North American market," said David Chin, Vice President, Sales, Indonesia Division for Charta Global. "The conversation surrounding sustainable food packaging has surged in 2019, and we're glad to support brands looking for high quality alternatives to single-use plastics."

For media enquiries, please contact:

Deanna Gorecki

G&S Business Communications for APP

dgorecki@gscommunications.com

917-595-3033

About Charta Global

Charta Global, headquartered in Anaheim, CA, sells an extensive portfolio of paper products which include: coated and uncoated for commercial and digital printing, coated folding box boards, cast coated, food grade products, kraft, colored papers, briefcard, woodfree, photocopy & digital papers, carbonless, thermal, art and stationery products. Wholesale distributors, paper merchants and converters throughout North and South America utilize Charta Global's robust supply chain and logistics programs enabling just-in-time delivery for end use. As a strategic partner of the Asia Pulp & Paper Group (APP), Charta Global leverages a state-of-the-art R&D network and leading sustainability practices of one of the world's largest fully integrated pulp and paper manufacturers with more than 20 million metric tons of paper and board manufacturing capacity. www.chartaglobal.com

About Asia Pulp & Paper (APP)

Asia Pulp & Paper (APP) is a trade name for a group of pulp and paper manufacturing companies in Indonesia and China. APP is responsible for delivering quality products to meet the growing global demand for tissue, packaging and paper, with an annual combined pulp, paper, packaging product and converting capacity of over 19 million tons per annum. On any given day, APP's products find their way into the hands of consumers in various branded forms from all over the world. www.asiapulppaper.com.