



## Ream Wrap Recyclability vs. Repulpability

Consumers have a growing environmental awareness and desire for sustainable products. CEI continually strives to provide options that allow consumers the maximum number of choices to meet their needs. To give cut-size paper manufacturers the chance to meet these needs, Coating Excellence International provides fully recyclable ream wrappers made with renewable energy.

**Coating Excellence International's paper-based ream wraps are fully recyclable in paper waste streams of mixed office waste and consumer recycling (curb-side pickup and municipal recycling). CEI's film ream wrap is made of 100% polypropylene, making it fully recyclable in a No. 5 plastics recycle stream.**

CEI's paper-based ream wraps are processed through current recycling technology, where usable fibers are removed from the plastic coatings; colored ink is removed from the recovered fibers through a de-inking process. The recovered fiber is re-manufactured into new paper structures, while the plastic coatings are converted to fuel, per Newark Recycled Fibers, America's #1 recycler. A typical paper ream wrapper contains over **80%** reusable paper fiber; the remaining 20% is converted into high-energy boiler fuel. In total, 100% of the paper ream wrapper is recycled when it is disposed of through either the mixed office or consumer recycling waste streams.

Recently, CEI has received inquiries for **repulpable** ream wrap. In order for paper ream wrap to be considered 100% repulpable, it must be able to be placed directly into a mill beater to be remade into paper. Because paper ream wrap is almost always printed – and many times, heavily printed – the product must go through the de-inking process included in the recycling process. Adding printed materials that **have not** been de-inked to a paper machine beater will cause undesirable visual spots in the newly-made paper. Overall, printed paper-based ream wrap products are not 100% repulpable unless they are unprinted and contain only minimal barrier coatings.

What does recyclable vs. repulpable mean to the consumer in regard to unprinted paper ream wraps? Except for large printing operations, consumers of office papers generally collect their waste paper in mixed office waste or municipal recycling streams. These people do not have access to a true "white office waste" stream that goes directly to a repulping operation. Consequently, **repulpable paper ream wraps would be put through the same waste streams as a recyclable paper ream wrap.** As a result, a repulpable paper ream wrap provides no real sustainable advantage over a recyclable paper ream wrap.

As part of Coating Excellence's on-going sustainability efforts, we've concentrated our work on actions that promise to bring real benefits to our customers and consumers. To identify real, "green" benefits for consumers, CEI provides several logos that paper producers can place on ream packaging produced by CEI. These logos help illustrate to consumers that the products they are purchasing are packaged in sustainable packaging – sustainable packaging that has been produced with environmentally-friendly business processes.

The following logos can be placed on CEI-supplied packaging products:



Please feel free to contact your CEI Sales Representative to have any of these logos incorporated into your package designs.