

# REIMAGINE™

PREMIUM FOLDING CARTON WITH UP TO 30% POST-CONSUMER RECYCLED FIBER

## UNLEASH THE VALUE OF SUSTAINABLE PACKAGING



HIGH DEFINITION SUSTAINABILITY  
for SBS Folding Carton & Print Applications



**CLEARWATER  
PAPER** | Pulp + Paperboard  
Division

# Sustainability

## DRIVES GROWTH

SUSTAINABILITY-MARKETED PRODUCTS ENJOY A SIGNIFICANT PRICE PREMIUM OF



**39.5%\***

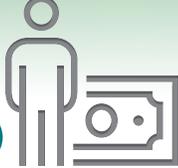
VERSUS THEIR CONVENTIONALLY-MARKETED BRANDED COUNTERPARTS.

SUSTAINABILITY-MARKETED PRODUCTS GREW



**7.1 TIMES FASTER**

THAN PRODUCTS NOT MARKETED AS SUSTAINABLE.

**60%**   
**OF CONSUMERS SAID THEY WOULD PAY MORE FOR SUSTAINABLE PACKAGING**

ACROSS ALL END-USE SEGMENTS.

*Research on 2015-2020 IRI Purchasing Data Reveals Sustainability Drives Growth, Survives the Pandemic – NY Sterns Study 2020. \*Weighted by \$ Sustainable Sales of categories examined.*

*2020 McKinsey – “Sustainability in packaging Inside the minds of U.S. Consumers”*

SUSTAINABLE PACKAGING CONNECTS YOUR BRAND TO THE CORE VALUES OF THE NEXT GENERATION



# Promote THE Claim TO CHANGE THE GAME



Bring the sustainability claim to the front



Increase the next generation's recognition of your brand's sustainability

# Unleash THE Value WITH REMAGINE™

**ENHANCE**  
your product  
value recognition

**CONNECT**  
your product to the  
sustainability values  
of the next  
generation

**DELIVER**  
increased  
product sales  
and profit



THE IMPACT OF REMAGINE'S VALUE  
MAKES IT THE PRACTICAL CHOICE  
TO DRIVE BRAND SALES AND PROFIT

# PERFORMANCE COMPARISON

Data from ReImagine trial comparison with  
SBS and CRB folding carton grades

## Printing Performance



**ReImagine** and **SBS** folding cartons ran identical on press with no issues.

**CRB** tended to curl downwards in delivery.

## Printing Quality

**ReImagine** and **SBS** folding cartons print the same with superb scores.



**CRB** print quality suffered due to dot gain and ink trap, even after adjusting the ink/water setting.

## Converting Performance

**ReImagine** and **SBS** ran

# 30%

# FASTER THAN CRB.

When converting **CRB**, the operator had to slow down the folder gluer over 30% due to jamming and score cracking.

## Performance Impact

**ReImagine's** optimized converting performance makes the

# COST PER PACKAGE COMPETITIVE

with other paperboards.

## THE REMAGINE CHALLENGE:

ASK US ABOUT RUNNING A COMPARISON  
TRIAL FOR YOUR BRAND AND WITNESS  
THE IMPACT OF REMAGINE

## Performance Comparison Trials:

### TRIAL CONDITIONS:

- Third party converter trials
- 3" x 2.25" x 6.5" carton
- 18 pt. caliper
- Process print graphic design

### FOLDING CARTON

### PAPERBOARD COMPARISON:

- ReImagine
- Candesce virgin SBS
- Coated recycled board: CRB





# REMAGINE™

HIGH DEFINITION SUSTAINABILITY

Premium folding carton grade available with 10%, 20% or 30% post-consumer fiber content

Optimized print quality, converting performance and cleanliness compared to other paperboards with recycled content

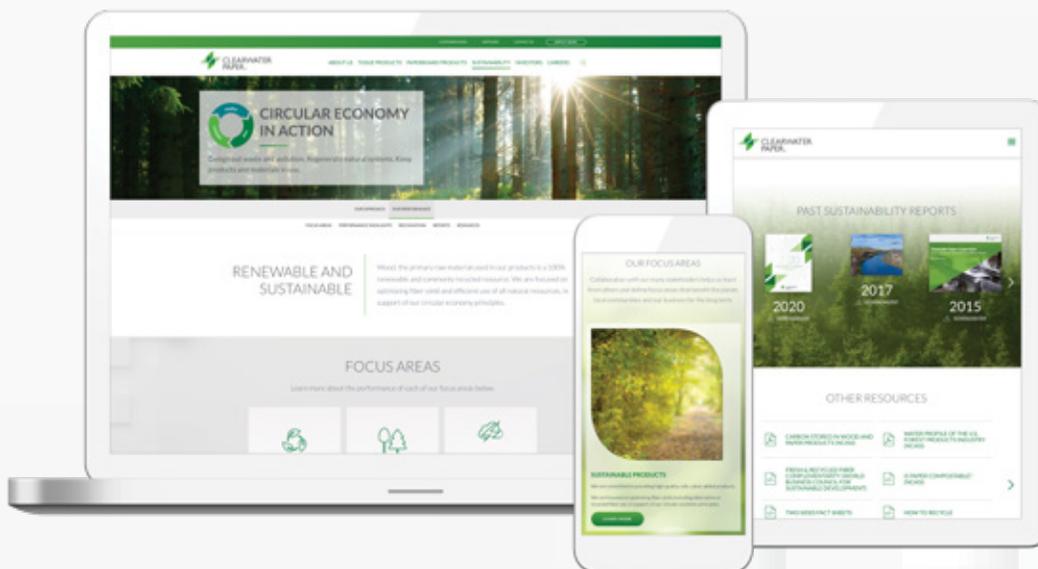
Post-consumer recycled fiber is FDA compliant for direct food contact

Balanced color and shade are unmatched by other recycled paperboards

Forest Stewardship Council® (FSC®)  
Chain of Custody Certification

Learn more about ReMagine and our commitment to sustainability by visiting:

## CLEARWATERPAPER.COM



601 West Riverside, Suite 1100 | Spokane, WA 99201  
509.344.5900 | clearwaterpaper.com