

NuVo®

30/60 Ice Cream PACKAGING

For the past few years, paperboard companies have been researching and developing alternatives to traditional ice cream packaging which primarily consists of virgin paperboard and a Polyethylene coating on both sides of the substrate. These coatings provide a moisture barrier and seal the cup together during the manufacturing process. Alternatives are being introduced commercially to **reduce** the amount of natural resources required and improve sustainability.



**30% Post-Consumer
Recycled Fiber**
60% Less Polyethylene

The Product

Clearwater Paper has introduced NuVo® 30/60, a paperboard that incorporates 30% post-consumer fiber content into your package as well as reduces the amount of polyethylene required by more than 60% all while maintaining production efficiencies and product integrity. The Polyethylene is reduced by the introduction of Calcium Carbonate for the coating on the inside of the package and the poly on the outside of the cup is eliminated and replaced with a moisture barrier clay coating.



The Benefits

NuVo® 30/60 Ice Cream Packaging performs the same way as traditional ice cream packaging. The moisture barrier properties are the same. The product looks the same. The key benefit is a significant reduction of more than 60% of the poly while maintaining

performance. NuVo® Adding 30% post-consumer recycled fiber increases the cups sustainability to better support the circular economy. Take the next step on your journey of sustainability with NuVo® 30/60 cups from Stanpac.

Recyclability

Paperboard with any type of poly coating can be recycled. The process is called re-pulping. For example, paperboard waste at Stanpac is sent to recyclers where it is broken down and made into other paper products. In this process the coating is separated from the board and removed. The extruded coating can also be processed and made into recycled plastic products. Recycling poly coated paperboard at the consumer level depends on the local recycling system in place and if there is a local market for poly coated cups and lids. Check your market area to see if Poly coated paper recycling is offered.

NuVo® is a registered trademark of Clearwater Paper Corporation.

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