

# Economic Development and Green Packaging



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President

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# Company Overview



**Founded in 1959**

(Publicly listed in 1971)

**Consolidated Revenue  
NT\$ 43.8 billion  
(FY2013)**

**Number of Employees  
6,929**

- 🌱 The largest industrial paper company in Taiwan
- 🌱 Ranked 55<sup>th</sup> on the list of World's Top 100 paper companies
- 🌱 5 paper mills (2.2 million tonnes) and 26 box plants (1,958 million m<sup>2</sup>) in Asia.
- 🌱 The primary packaging supplier of global renowned branded companies.



# Main Products

- Leading position in major market segments
- Providing green packaging & design services for domestic & international branded end users

■ Industrial Paper



■ Fine Paper



■ Corrugated Packaging



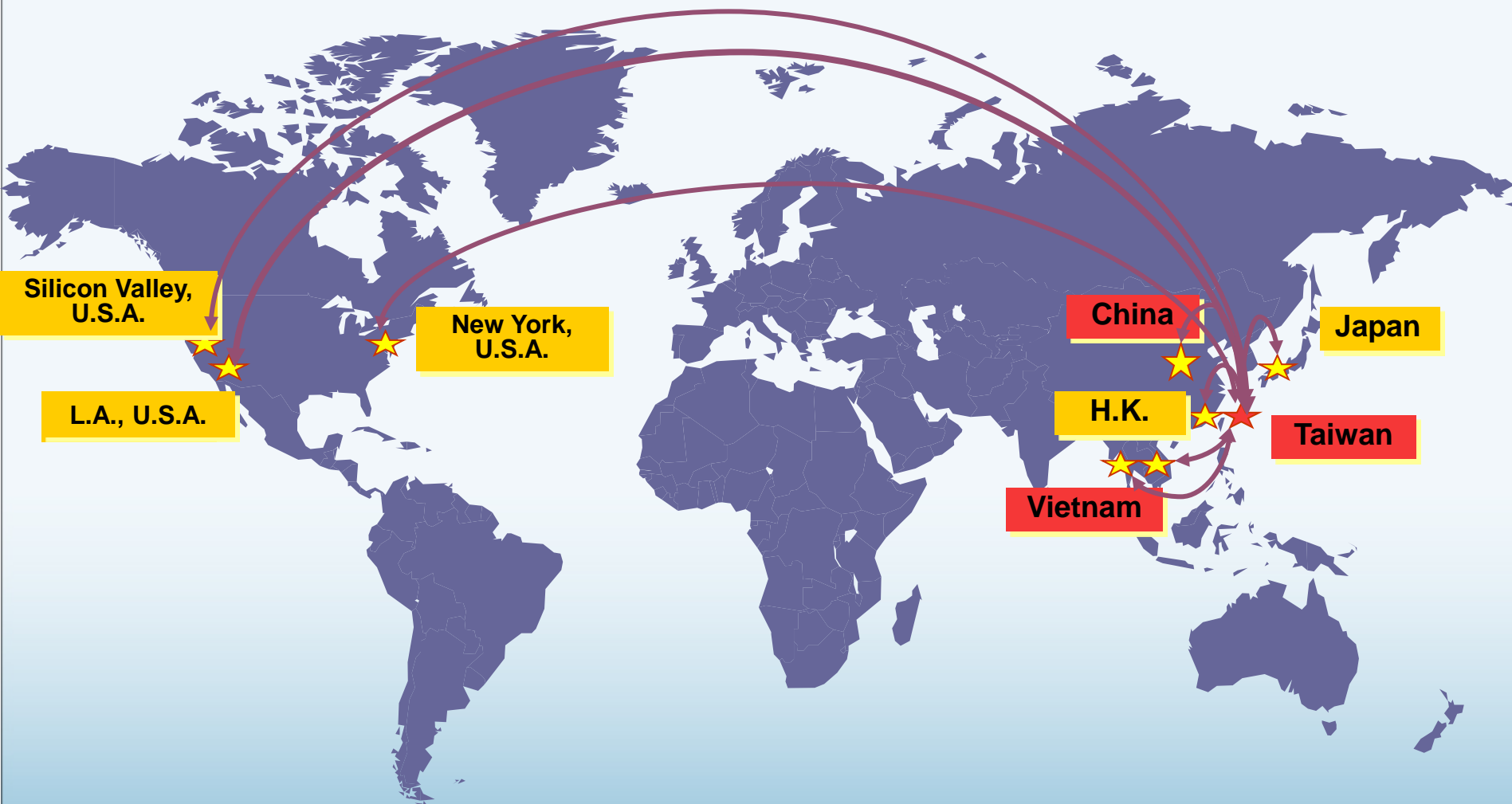
■ Household Product



 = Paper · Packaging Solutions Provider



Global Logistics



# Economic Development & Green Packaging

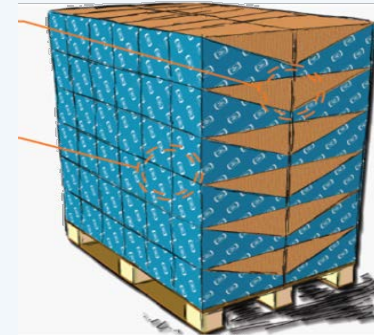
- 🌱 Economic development
- 🌱 Commercial activities increase
- 🌱 Income improvement
- 🌱 Robust growth of packaging & logistics



- ➡ Accelerating packaging & logistics demand followed by economic growth
- ➡ Packaging should coupled with the concept of sustainability

# Sustainable Packaging Meets

- Physical protection
- Consumer convenience
- Communication
- Reduction in material usage
- Recyclability & Reusability
- Cost
- From petro-chemical to biochemical or biodegradable material



# Sustainable Packaging Needs

*Support of manufacturers, end users and governments on :*

- 🌱 Usage of eco-friendly materials
- 🌱 Clean production
- 🌱 Less weight, less carbon
- 🌱 Carbon footprint
- 🌱 Green consumption

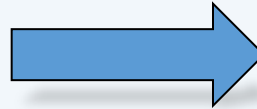




# The world is changing



**The old standard**



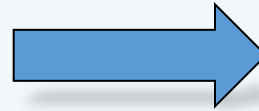
**The iPhone**



# The world is changing



**The old standard**



**Green Packaging  
= Sustainable Packaging**

# Traditional ➡ Green Packaging

## The past

- Protection/Transportation



## Now

- Protection/Transportation
- Safety/Hygiene
- Marketing
- Innovative design
- Eco-friendly



# Case Study- Superior Protection



## Packaging for Power Supply



### Features:

- **Eco-friendly:**

Use paper cushion to replace EPS

- **Easy to produce & assemble:**

Integrated design for upper and lower cushions without the use of stitches

- **Superior protection:**

Product is well protected in the central of the packaging



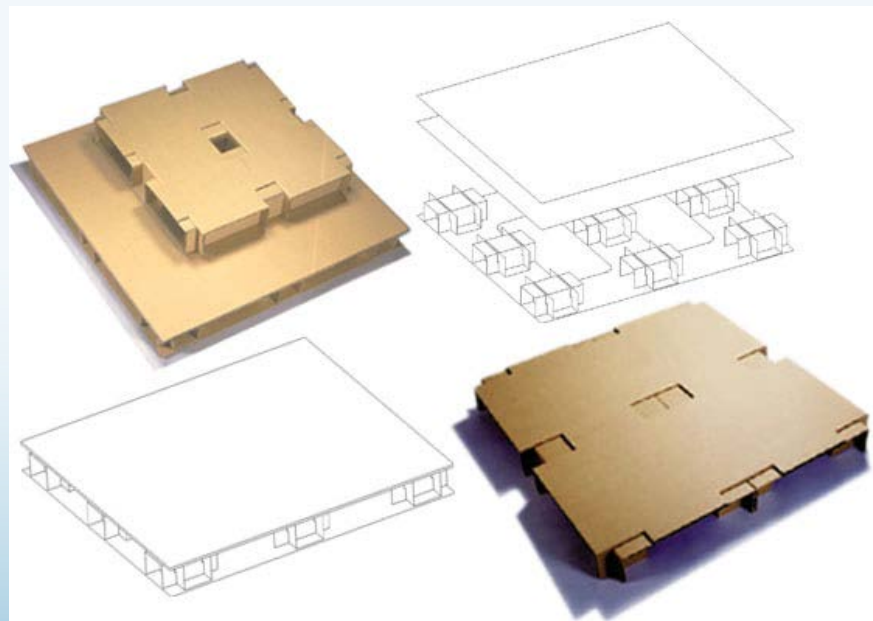
**TAPPI CorrPak Award Winner**

# Case Study- Transportation



## Green Paper Pallets

- Contains over *80% recovered paper*
- Ready to carry a variety of goods, suitable for one way market and no fumigation certificate is needed.
- Obtained patents in many countries.





# Case Study- Product Marketing

🌱 **Reuse:** Specially designed to fulfill both transport and display functions



Outer box for  
Kao Attack laundry powder



# Case Study- Innovative Design



## Clothing Packaging

- Customer introduction: with innovative & integrated services focusing on laundry & logistics, JE(潔衣家) is available at convenience stores nationwide.
- Outer box (patent# 099224451) & Inner box designed for suits( patent#100101542)

### Features:

1. Material simplification (one piece design)
2. Recyclable
3. Lower material cost
4. The handle supports up to 2 kg
5. Keep the suits in smoothness



# Case Study- Innovative Structure



## Display Protective Inserts (for SONY VAIO LCD)



### Features:

- **Easy to assemble:**  
Reduce the number of parts
- **Less weight, less carbon:**  
Smaller packaging to save space & cost.
- **Superior protection:**  
Product is well protected in the central of the packaging



WorldStar Awards



Taiwan Packaging Star



Taiwan Design Award.



# Case Study- Reuse



## Reuse of Fruit box

- **Reduce**
  - Decrease 15% of packaging volume to save shipping cost
- **Recycle**
  - Use recyclable material and water-based ink
  - One piece design, easy to recycle
- **Reuse**
  - Can be easily transformed into a storage or display box



**Superior Packaging Design  
in EPA Green Packaging Design**

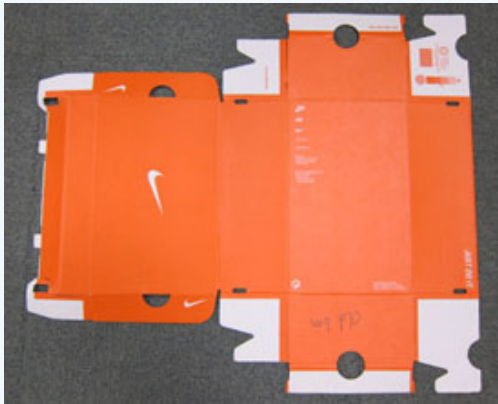




# Case Study- Eco Friendly

## Reduce & Cost saving

- Decrease packaging volume while preserving same function.



Old Design



New Design



# Case Study- Green Product



## Cushion Packaging for Notebook

- **One piece design:** Reduce material management and is easy to pack
- **Cost down:** Save up 20% of packaging material to lower cost of warehouse and shipping

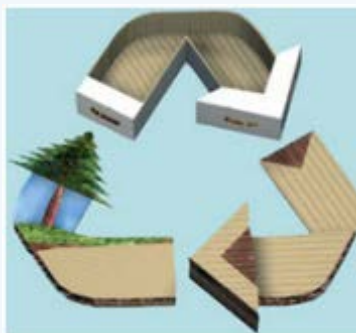


**Green Packaging Design Award Winner**

# Packaging is the value driver in the supply chain



Supportive for  
product sales



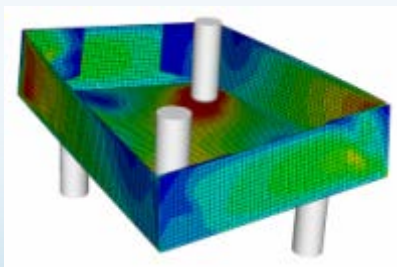
Sustainable



Safe & Hygienic



Informative &  
Promotional



High-tech &  
Innovative



Superior  
Protection



Ideal logistic  
partner

# Packaging can be reproduced into paper and recover energy after recycling

- 🌱 **Post-consumer packaging can be recycled as the raw material of packaging paper.**
- 🌱 **Recovered paper (known as waste paper) contains impurities which can be sorted out and processed into biomass fuel to supply heat & electric energy for papermaking process, as a result, reduce reliance on fossil fuels.**  
**→ In line with the principle of energy conservation and carbon reduction.**



# Packaging can be reproduced into paper and recover energy after recycling (Cont'd)



**Recovered paper**



**Process Rejects**



**RDF 5**



**CFB fluidized Boiler  
Co-generation System**

## Green packaging is more for sustainable development

- 🌱 Asia is the hub of global economic growth & manufacturing
- 🌱 Paper packaging accounts for 62% of the whole packaging need for business activities
- 🌱 Asia represents 48.5% of the world corrugating shipments

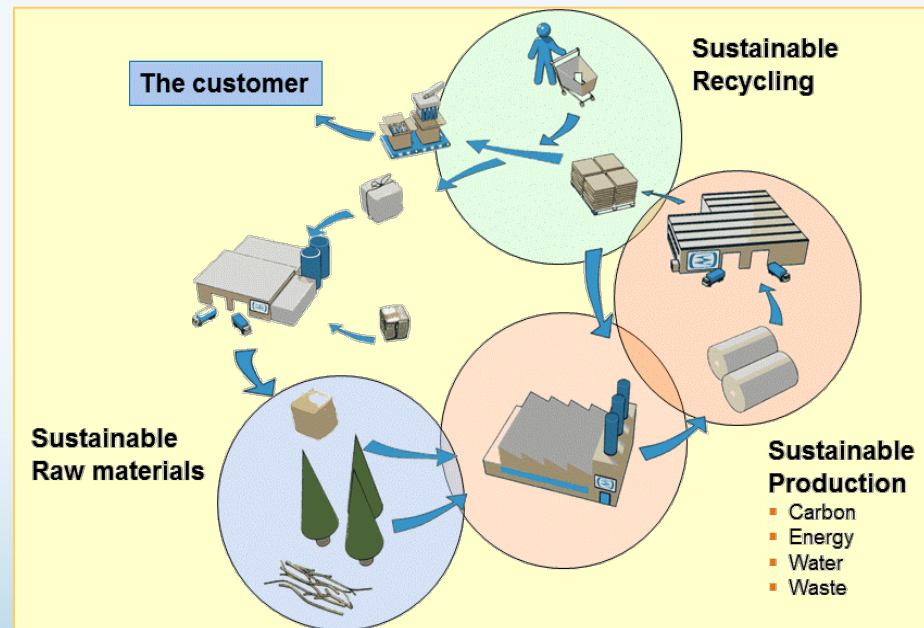


**➡ Asian economic development should both focus on and adopt green packaging to meet sustainable development**

# CLC – Asian leading paper company

*Initiates for less carbon, less weight & green packaging as our vision and continuously pursues :*

- 🌱 Energy conservation & carbon reduction
- 🌱 Recycle & reuse of materials
- 🌱 Light-weighted product
- 🌱 Green & Clean production
- 🌱 Green opportunities





# CLC- Green Partner





Let's take action for a better tomorrow !

## 『 Our Slogan 』



**Thanks for your attention!**

