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CONTACT: Katharine Eaton

(202) 463-2436, [comm@afandpa.org](mailto:comm@afandpa.org)

## **Evergreen Packaging Wins 2014 AF&PA Sustainability Award for Sustainable Forest Management**

*Recognized for Certified Success – Evergreen Forest Certification program*

WASHINGTON – The [American Forest & Paper Association](http://www.afandpa.org) (AF&PA) recognized Evergreen Packaging as a leader in sustainability with a 2014 AF&PA Sustainability Award. The award was presented at AF&PA's annual meeting on Friday, Nov. 7 in Carefree, Ariz.

Evergreen Packaging received a Leadership in Sustainability Award for Sustainable Forest Management for its Certified Success – Evergreen Forest Certification program. Designed to recognize exemplary sustainability programs and initiatives in the paper and wood products manufacturing industry, the annual awards are given based on the merit of entries received across multiple categories.

“Evergreen Packaging’s program takes a grassroots approach to getting more forestland certified. Increased certification promotes sustainable forest practices and responds to the rising customer demand for paper and paperboard products that contain certified material,” said AF&PA President and CEO Donna Harman.

Evergreen Packaging developed Evergreen Forest Certification, a group certification program that allows multiple landowners to be certified under a single group certificate – a cost-effective way for landowners to have their forests certified to internationally recognized standards. In its first year in 2013, the program grew to include nearly 60 landowners comprising approximately 40,000 acres in North and South Carolina.

“On behalf of Evergreen Packaging, I would like to thank AF&PA for awarding us a Leadership in Sustainability Award for Sustainable Forest Management,” said Evergreen Packaging President and CEO John Rooney. “We are committed to supporting the increase of certified forest acreage through our Evergreen Forest Certification program.”

AF&PA member company applicants are considered in two categories. Projects that support progress toward the *Better Practices, Better Planet 2020* sustainability goals

qualify for recognition in the “Leadership” category, which has five subcategories that correspond to the goals: Paper Recovery for Recycling, Energy Efficiency/Greenhouse Gas Reduction, Sustainable Forest Management, Safety, and Water. The “Innovation in Sustainability” award is reserved for projects that merit recognition for their contribution to sustainable business practices, not one of the goals specifically.

AF&PA’s [2014 Sustainability Report](#) showed that the U.S. pulp, paper, packaging and wood products manufacturing industry has made significant, measurable progress toward achieving its *Better Practices, Better Planet 2020* sustainability goals.

For more information about the Sustainability Awards program and AF&PA’s *Better Practices, Better Planet 2020* initiative, visit [afandpa.org/sustainability](http://afandpa.org/sustainability).

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Editor’s Note: Click [here](#) to retrieve photos (caption included) of the award winners.

#### **About AF&PA**

*The American Forest & Paper Association (AF&PA) serves to advance a sustainable U.S. pulp, paper, packaging, and wood products manufacturing industry through fact-based public policy and marketplace advocacy. AF&PA member companies make products essential for everyday life from renewable and recyclable resources and are committed to continuous improvement through the industry’s sustainability initiative - [Better Practices, Better Planet 2020](#). The forest products industry accounts for approximately 4 percent of the total U.S. manufacturing GDP, manufactures approximately \$210 billion in products annually, and employs nearly 900,000 men and women. The industry meets a payroll of approximately \$50 billion annually and is among the top 10 manufacturing sector employers in 47 states. Visit AF&PA online at [www.afandpa.org](http://www.afandpa.org) or follow us on Twitter [@ForestandPaper](#).*

#### **About Evergreen Packaging®**

*Evergreen Packaging is a global leader in creating fiber-based packaging solutions customized to deliver product freshness and brand distinction. Evergreen Packaging is a vertically integrated packaging company, delivering total solutions of barrier paperboard, technical expertise, equipment and service. Evergreen Packaging cartons have the eco-friendly attributes consumers want: more than 70 percent of the carton is made from paper derived from a renewable resource: trees. Cartons are also recyclable for an increasing number of households. In addition, our cartons are made with renewable energy – over 50% of the energy used to make the paper in our cartons comes from biomass.*