



# IPG Sustainable Solutions: **WATER-ACTIVATED TAPE**

## DEEPENING OUR COMMITMENT TO SUSTAINABILITY IN PACKAGING AND PROTECTIVE SOLUTIONS

Sustainability is a key strategy at IPG. Thus, the values of a safe work environment, environmental stewardship and good corporate citizenship are deeply embedded in IPG's culture. Customers, distributors, employees and investors are increasingly interested in working with companies that prioritize these characteristics in their ongoing business. We live these values every day through our effective resource management, product innovation and our commitment to meet, or exceed, our customer's expectations.

This report highlights IPG's commitment to the Circular Economy with recyclable tapes and our Natural Kraft Water-Activated Tape (WAT) product line, which is now Cradle to Cradle Certified™ (C2C). IPG's WAT product line defines what sustainable products are. We are proud of these accomplishments, and believe they demonstrate a positive contribution to the global community in which we live, work, and serve.

## IPG WATER-ACTIVATED TAPE CAN BE RECYCLED

All of IPG's WAT is recyclable with the carton it is applied on. Cartons are one of the most widely recycled packaging products in use today. When you use IPG's WAT tape to seal the carton, the paper from the tape contributes to the recycling stream with the corrugate.

IPG's paper tapes take recycling one step farther. Our WAT paper tape has passed the Western Michigan University Old Corrugated Cardboard (OCC) Equivalency (WMU OCC-E) testing protocol, making it the first certified recyclable carton sealing tape! These products, without reinforcing fibers, are completely made from recyclable paper. Some of these products are made with up to 50% recycled paper to help support circularity.

The WMU OCC-E test protocol was developed modeling guidelines from the Fibre Box Association (FBA). FBA members represent about 95% of the corrugators in the United States. The protocol was developed using untreated OCC as the control. OCC is a valuable and sought-after source of secondary fibers.

Contamination rates are a major impediment to recycling programs in the US and reducing contamination in our recycling streams is important to successful recycling. IPG customers that are committed to using recyclable packaging can now use a certified recyclable tape on their cartons.



passes WMU standard  
[www.wmich.edu/pilotplants](http://www.wmich.edu/pilotplants)

## CRADLE TO CRADLE BRONZE CERTIFICATION

William McDonough and Dr. Michael Braungart first introduced Cradle to Cradle® as a circular design philosophy in the 1990s. Together, they founded the Cradle to Cradle Products Innovation Institute in 2010. The institute is a non-profit organization whose mission is dedicated to transforming the safety, health and sustainability of products through the administration of the Cradle to Cradle Certified™ Product Standard.

IPG's Natural Kraft WAT is now Cradle to Cradle Certified. Cradle to Cradle Certification™ is a rigorous auditing process across five critical performance categories. In the production of WAT, the Material Health Category requires IPG to evaluate all chemicals down to 100 parts per million to determine each chemical's effect on human and environmental health. C2C requires WAT to contribute to the Circular Economy, which means the product is able to be recycled and/or use recycled materials in its production. IPG's Manufacturing Department was audited to ensure that both the Energy and Water Categories have minimal impact on the environment. Social Responsibility, the final category, requires IPG to be accountable to all stakeholders within the company and the communities where they conduct business.

The Cradle to Cradle Certification audits endeavor to ensure that IPG's customers receive a product that leads to a sustainable future.

## IPG'S LINE OF CURBSIDE RECYCLABLE PACKAGING PRODUCTS... AHEAD OF THE CURB

E-commerce shipping volumes are rapidly increasing and consumers have become ever more aware of their environmental impact. In response to this trend, IPG has developed a line of curbside-friendly products, called Curby™, to promote a circular economy and help answer these E-commerce growth challenges. With the certification of our Water-Activated Paper Tape, IPG is pleased to supplement our Curby line of products that now includes water-activated paper tape, paper void fill, cold chain solutions and fragile wrap.

## IPG SUSTAINABLE ACHIEVEMENTS IN MANUFACTURING & SUPPLY CHAIN

### ENERGY STAR PARTNER OF THE YEAR - SUSTAINED EXCELLENCE

IPG has been an ENERGY STAR partner since 2009, recognized for energy-saving accomplishments, including reduction in energy intensity year-over-year, engaging employees through ENERGY STAR Treasure Hunts, raising employee engagement and energy saving opportunities, working with local community leaders, businesses, and students to raise awareness about energy efficiency, and developing a "playbook" of best practices in energy management to enhance and sustain energy efficiency throughout operations. Ultimately, these accomplishments have led to decreased energy needs in our facilities.

### UNITED NATIONS GLOBAL COMPACT

In 2019 IPG signed on to the United Nations Global Compact (Compact). By signing it, IPG has agreed to adopt the ten principals governing Human Rights, Labor, Environment and Anti-Corruption. IPG expects all of our suppliers to support the Compact's Principals.



The Cradle to Cradle Products Innovation Institute, Cradle to Cradle Bronze Certified and Cradle to Cradle Measuring Icons logos courtesy of [www.c2ccertified.org](http://www.c2ccertified.org).



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## EPA SMARTWAY

IPG is part of the US EPA's SmartWay Program. SmartWay helps companies advance supply chain sustainability by measuring, benchmarking, and improving freight transportation efficiency.



## IPG SAFE MANUFACTURING OPERATIONS

### UL PRINTING CERTIFICATION

IPG's Menasha, Wisconsin facility is an authorized UL label printer. Authorized UL label printers can print UL logos following UL procedures and documentation regulations. Any end user that wants to have UL printed on their tape must submit their artwork to UL. Once the artwork has been approved by UL, IPG can produce the UL logo. The signed approval from UL accompanies the print proof from our customers. The UL audits our IPG Menasha location each quarter.

### SUMMARY

IPG is an industry leader in sustainable packaging solutions. The achievements listed above demonstrate IPG's commitment to sustainability. IPG's WAT product line is THE choice for customers who aim to reduce their plastic usage and use recyclable products to meet their packaging needs. We are also exploring opportunities to expand our programs into new areas that align with our sustainability objectives. We are working with external experts as part of these efforts to further develop a strategy for our participation in the circular economy as we enhance our product stewardship programs.

