

# Ecodesign Principles



Cascades' hygiene and packaging solutions



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Proud of its commitment to leading the way in eco-responsible hygiene and packaging solutions, Cascades has adopted guiding principles for developing new products. These principles cover every stage in the life of the products it manufactures and sells, from their design to their end of life.

CATEGORY	PRINCIPLES	REFERENCES
 <p><b>Informed decisions</b></p>	<p><b>LIFE CYCLE ASSESSMENT (LCA):</b> when possible, use LCA as a tool for making informed decisions about product design, in order to limit their environmental footprint.</p>	ISO 14044
	<p><b>ENVIRONMENTAL CERTIFICATIONS:</b> use the criteria for environmental certifications recognized and held by Cascades as levers in product design, in order to reduce their environmental footprint.</p>	<p>Forest Stewardship Council® FSC® Green Seal UL/EcoLogo</p>
	<p><b>FOOD SAFETY:</b> ensure that the processes in place for products covered by food grade certifications allow us to successfully meet our safety requirements for our customers and consumers.</p>	<p>U.S. Food and Drug Administration (FDA) Canadian Food Inspection Agency (CFIA)</p>
	<p><b>TECHNOLOGY DEVELOPMENT:</b> stay abreast of technology developments in order to find solutions for the recyclability and/or compostability of our non-recyclable products, and for innovative and eco-friendly raw materials (e.g. alternative fibres, materials from the circular economy, etc.).</p>	
 <p><b>Optimized design</b></p>	<p><b>DESIGN:</b> design our products in a way that optimizes the use of raw materials, to limit resource consumption and prevent overpackaging.</p>	<p>Éco Entreprises Québec Eco-design Portal</p>
	<p><b>WEIGHT:</b> minimize the weight/usage ratio, for example by reducing the weight of the fibres or resins used.</p>	<p>PAC Packaging Sustainability Checklists</p>
	<p><b>VOLUME :</b> minimize the volume/usage ratio, for example by eliminating packaging void or unnecessary components.</p>	<p>Sustainable Packaging Coalition</p>
	<p><b>FUNCTION :</b> use the right product for the right application. For packaging, prioritize the protection of the packaged products' integrity, notably by maximizing shelf life in the case of food.</p>	<p>Walmart Sustainable Packaging Playbook</p>
	<p><b>CIRCULARITY:</b> ensure that residual materials generated by our manufacturing and converting activities can be used for other applications or reintroduced into our process (e.g. cutting waste, non-compliant products).</p>	

CATEGORY

PRINCIPLES

REFERENCES



Carefully considered materials and inputs

**RECYCLED CONTENT:** prioritize recycled content to manufacture our products, with preference given to inputs from post-consumer sources, where possible based on our customers' expectations and market conditions.

Competition Bureau Canada  
US Federal Trade Commission  
– Green Guides

**CERTIFIED VIRGIN CONTENT:** when virgin fibres are required, ensure that they are certified and from responsible sources, with preference given to FSC® certification.

FSC®

**ALTERNATIVE MATERIALS:** explore materials from alternative or new sources, if opportunities arise and if they offer a tangible environmental advantage supported by science (e.g. evaluated by LCA).

**OTHER RESPONSIBLE INPUTS:** ensure that the other ingredients used by Cascades in manufacturing its products are safe and non-toxic, and prioritize the most environmentally responsible options (e.g. for additives, glues, inks).

Cascades' responsible procurement program



Minimized footprint

**RESPONSIBLE OPERATIONS:** operate our facilities in a way to manufacture and market products with a reduced footprint in terms of water and energy consumption and greenhouse gas emissions.

**LEADERSHIP IN SUSTAINABLE DEVELOPMENT:** leverage Cascades' sustainable development plan to boost the eco-responsibility of our products (e.g. through our responsible procurement program, our renewable energy purchases, etc.).

Cascades Sustainable Development Plan



Customer and end-user engagement

**COMMUNICATION :** proactively and accurately communicate the environmentally responsible nature of our products, whether through recognized environmental certifications or clear guidelines on end-of-life management, to avoid greenwashing.

FSC®  
Green Seal  
UL/EcoLogo  
How2Recycle  
BPI – Certified Compostable  
OK Compost INDUSTRIAL  
CAN/BNQ 0017-088

**EDUCATION:** fully embody our role as sustainable development experts by participating in educational initiatives, for example with regard to eco-design, the circular economy and responsible consumption.

Cascades Sustainable Development Plan

**CUSTOMER COACHING:** coach our customers to raise their awareness and educate them on topics related to our expertise (e.g. eco-design of hygiene and packaging solutions, recycling and recyclability, environmental certifications, the environmental footprint of our products, etc.).



**Smart value chain**

**OPTIMIZED VALUE CHAIN:** optimize the efficiency of our products across the supply chain, including the portion controlled by our customers, taking into account transportation costs, inventory management, storage costs, the effectiveness of the packaging line and potential losses.

**REUSABLE PACKAGING:** stay abreast of opportunities to design or use reusable packaging, notably in the context of e-commerce.

**COMMITMENT:** by 2030, ensure that 100% of the packaging manufactured and sold by Cascades is designed to be recyclable, compostable or reusable.

Cascades Sustainable Development Plan  
How2Recycle

**RECYCLABILITY DESIGN:** design our packaging to promote end-of-life recycling, when it is the best way to dispose of it.

**Take into account the following aspects, considered best practices:**

- Prioritize single-material design, which does not combine different types of materials that become impossible to separate at end of life.
- Focus on designs that limit the addition of components or additives that could impact the packaging's end-of-life management.
- In the case of essential components or additives (e.g. absorbent pads), choose them so that they do not limit the packaging's recyclability (e.g. prioritize components that are easily detachable or separable, in the case of different types of materials).
- Prioritize materials that are easily recoverable and recyclable in the markets where our packaging is sold, based on the information available to / known by our teams.
- For plastic packaging, give preference to coloured resins that are easily recoverable and recyclable, based on the information available to / known by our teams.

How2Recycle

Western Michigan University (WMU)

Fibre Box Association (FBA)

Association of Plastics Recyclers (APR)

**COMPOSTABILITY DESIGN:** for product categories for which recycling is not possible and composting becomes an appropriate solution (e.g. table napkins soiled with food), promote effective compostability based on the compostability certifications in effect, and design the products accordingly.

BPI – Certified Compostable  
OK Compost INDUSTRIAL  
CAN/BNQ 0017-088



**Responsible end of life**