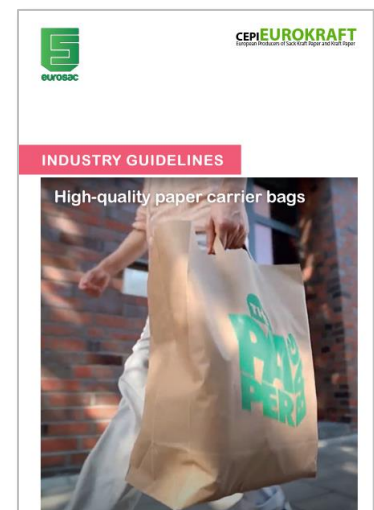




The Paper Bag releases guidelines for high-quality paper carrier bags

Paris/Stockholm, 7 February 2023: When retailers are looking for a sustainable and efficient packaging solution to complete their sustainable brand profile, paper carrier bags are a good choice. However, there can be differences in the quality of paper bags. The Paper Bag platform – a collaboration of Europe’s leading kraft paper manufacturers and paper bag producers – has published **guidelines for high-quality paper carrier bags**. The document gives paper bag producers and their customers orientation on parameters that influence the resistance and durability of paper carrier bags.

“Offering flawless product protection is the most important function of packaging,” says Elin Gordon, Secretary General of CEPI Eurokraft. “By offering their customers high-quality paper carrier bags, retailers can be sure that their products arrive safely. With our industry guidelines for high-quality paper carrier bags, we want to support paper bag producers and their customers in producing paper bags that meet their own and customers’ expectations in terms of product protection and durability.” But what does high-quality mean for a bag? The guidelines define a high-quality paper carrier bag as follows: it should carry at least 6 kg of products from the supermarket and be reusable up to five times for the same purpose.



From the right material to quality certification

The document presents established technical methods and recommendations on how to produce paper carrier bags that satisfy these criteria. The guidelines address the most important factors that may influence the quality of a bag – from the selection of the right material, such as paper and glue, to the converting process and the handle type. To receive proof of the durability and resistance of the bag, a quality certification according to the European test standard EN13590 can be applied. The bags are tested by being lifted repeatedly with weights that are accustomed to their specific size and volume.

Further materials

Download the **industry guidelines**.

A **video** shows why paper carrier bags are strong brand ambassadors.

More information: www.thepaperbag.org

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“To achieve the best results possible, we suggest following the recommendations in our guidelines and making use of the quality certification,” says Gordon. “Last but not least: being produced from natural and renewable raw materials that are sourced from sustainably managed European forests, high-quality paper carrier bags are excellent vehicles to project a brand’s corporate social responsibility.”

Paper bags as brand ambassadors

The Paper Bag network recently released the video “**Why paper bags are strong brand ambassadors**” which explains why retailers can rely on the great strength of paper bags and how they can be the perfect additional support for a sustainable brand profile. It was released to celebrate the 5th anniversary of the European Paper Bag Day, the annual action day launched by The Paper Bag platform to raise awareness about paper carrier bags as the sustainable and efficient packaging of the future.



For further information, please visit thepaperbag.org or contact Elin Gordon: +46 (0)70 275 7815, email: info@thepaperbag.org.

Note to editors

“The Paper Bag”

“The Paper Bag” platform was founded in 2017 by the leading European kraft paper manufacturers and producers of paper bags. They dedicate themselves to promoting the advantages of paper packaging. “The Paper Bag” is steered by the organisations CEPI Eurokraft and EUROSAC. thepaperbag.org

CEPI Eurokraft is the European Association for Producers of Sack Kraft Paper for the Paper Sack Industry and Kraft Paper for the Packaging Industry. It has eight member companies representing a volume of 3 million tonnes of paper produced in nine countries. cepi-eurokraft.org

EUROSAC is the European Federation of Multiwall Paper Sack Manufacturers. The federation represents over 75% of European paper sack manufacturers. Its members operate in 20 different countries. They produce more than 5 billion paper sacks per year, representing 650,000 tonnes of paper converted in 60 plants. Sack manufacturers from all continents and bag manufacturers also contribute to the federation as corresponding members, and more than 20 suppliers (paper, film, machine or glue manufacturers) are registered as associate members. eurosac.org