

We're On the Case for Sustainability

At Case Paper we are 100% on board (paperboard that is, but let's not forget the paper!) with a more sustainable future in the industry and leaving the world better than we found it. Let's face it, a colony on Mars is still a ways off, so it's the only planet we've got for now. We've established an ambitious, company-wide sustainability initiative to analyze our business practices and see how we can make them safer, cleaner, and, well, more sustainable!

Owing to our core values of “Flexibility,” “Ownership,” “Reputation,” “Teamwork,” & “Humor” (may the F.O.R.T.H. be with you), we believe we have both opportunities & obligations to take actions that positively affect our planet and the people who call it home. “By engaging our employees in initiatives to source our products responsibly, helping to reduce waste and energy consumption, and strengthening the communities where we operate, we are able to play our part in creating a better world today and for generations to come,” says company President Simon Schaffer-Goldman.

We're actively making changes at every level of our company by focusing on the **3 P's: People, Planet, Product**. In this document we'll look at each of these areas and the steps we're taking to improve as a company.



PEOPLE

Just like you can't have a paper industry without paper, you can't have **Teamwork** without a team. People always come first at Case Paper, and we pride ourselves on consistently providing a safe, supportive, diverse, and inclusive work environment from the factory floors to the offices.

On The Case



- When we say we're “On The Case” (OTC for short), it's more than just an impeccable pun; it's a company-wide initiative that encourages everyone at Case Paper to go above and beyond for customers, fellow employees, and the communities around us.
- Now in its 3rd year, our internal “On The Case” awards encourage employees to submit stories of exceptional performances by their coworkers. Winners are chosen and rewarded each quarter (like Tim on the left)!

Training

- To stay up to snuff and on track with our team goals, we advocate for consistent training and hands-on team building at all levels of our company. We now budget for training every year to support our commitment to continuous learning and development.
- We believe it's important for management to be **Flexible**, which is why we've recently gotten started saying "Yes, AND" to improv! We're no Second City (yet), but we have started using "Business Improv" workshops to provide leadership & communication skills.

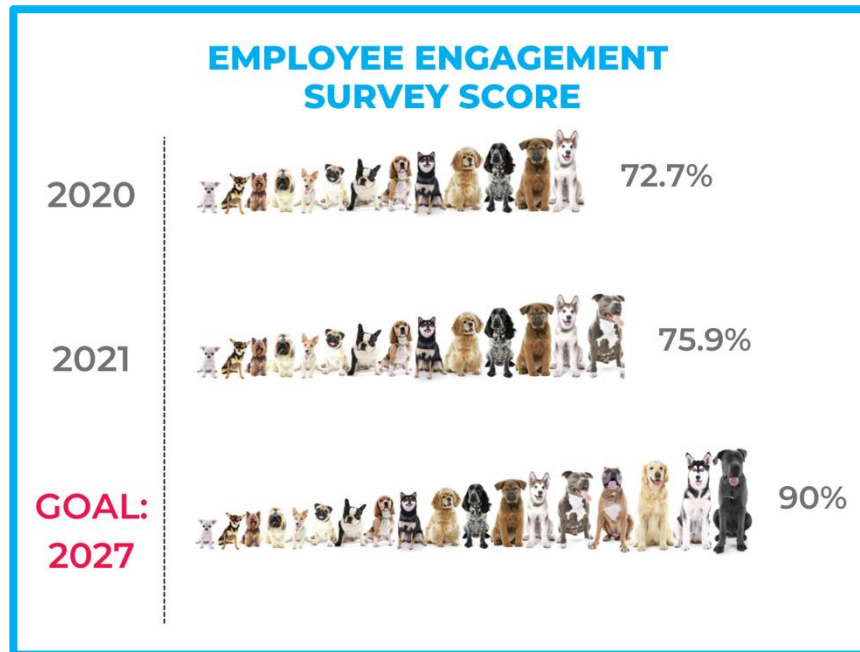
Charitable Giving & Community Outreach

- Our **Reputation** for prioritizing people also extends beyond the company walls, as Case Paper is deeply committed to community outreach and charitable works. We contribute to a wide variety of causes: from music and the arts to veteran services and from health & wellness to both local and national environmental organizations. Case Paper's **Reputation** for charitable giving goes back decades. For over 25 years, The Schaffer Foundation has supported a wide range of organizations.
- We not only support causes that are near and dear to our Case family's hearts, but we also actively contribute to those that are important to our customers. Whether it means sponsoring an event or contributing funding to a foundation – we're happy to help and be a part of it!
- Each of our divisions have their own initiatives they support on a local level whether it be donating paper to local school art programs to holding a coat drive for the less fortunate, we're on the case across the U.S. to make a difference.
 - For example, In September of 2019, Hurricane Dorian hit the Bahamas as a category 5, packing winds of 185 mph. This picture shows what was donated within 48 hours of the crisis – diapers, wipes, cases of water, personal hygiene items, canned food, etc. All items were dropped off to the City of Hialeah and loaded on cargo planes and brought over to the people of the Bahamas.



Employee Engagement

- Part of **Ownership** is knowing how we're doing and where we can improve, so we survey our employees quarterly for feedback and actively encourage them to participate. In fact, survey says employee engagement is at an all-time high!



**Based on data through the Engagement Multiplier*

Safety

- We love **Humor** but safety is no joke. Across all of our divisions we are committed to zero workplace injuries and have established a companywide Health & Safety Committee with both union and non-union involvement.



We believe **Ownership** of our environmental footprint is essential to moving forward, not just as a company, but as an industry. We might have to go shoe-shopping soon though because that footprint is shrinking.



Energy Efficiency



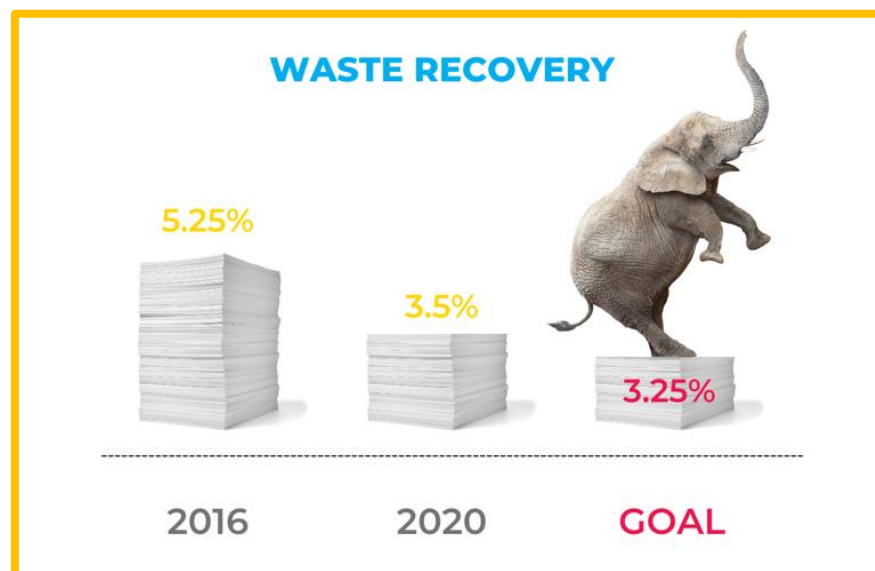
- How's this for a bright idea: We recently converted our Chicago facility to renewable energy by installing solar panels on the roof!

- Our system goal is to generate 900,000 k/WH year, which would account for 90% of our facility's energy to be generated by solar.

- We're finding our light! LED light, that is. By replacing the lighting in all our facilities with LED's, we're significantly decreasing our associated waste and overall energy consumption. We're also implementing motion sensing light systems in our warehouses. Thomas Edison, eat your heart out.

Waste Recovery

- We're seasoned experts at cutting paper, but in the last few years we've gotten good at cutting down on office and factory waste as well. Trim waste from sheeters has been on the decline:



- We reuse mill skids and roll cores whenever possible and we also recycle wooden core plugs, roll cores, and a portion of our pallets.
- In Philadelphia, we even provide recycled roll cores to a company that repurposes them into scratching posts for cats! That's one way to be on the right side of hiss-tory.



Responsible Sourcing



- Sourcing paper & paperboard in a sustainable manner reflects our commitment to zero net deforestation.
- We are tri-certified (FSC, PEFC and SFI) so that we can continue chain of custody through the supply chain from our mill partners to our customers.

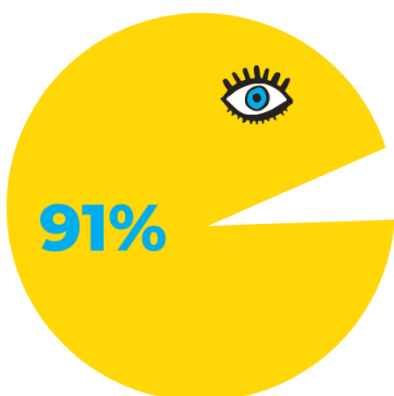


PRODUCT

Of course, the most direct way to affect positive change in the paper industry is through our products! We're constantly exploring alternative materials and aiming to meet goals set forth by ourselves and others. One of the most popular targets is the pledge laid down by the Ellen MacArthur Foundation, which compels brands to have 100% recyclable, reusable, or compostable packaging by 2025. By aspiring to this goal, we're cleaning up the supply chain in several ways, and actively encouraging brands to join us in going greener than the Hulk himself.

Less = More

- By offering services like custom sizing, customers not only save money, but they also directly contribute to the reduction of paper waste in the conversion. When it comes to paper waste, we make like Uncle Joey and CUT. IT. OUT.



Percent of our customers who utilize our converting services to save on paper and board purchases (and make less waste!)

Memberships & Alliances

We get by with a little help from our friends! Sustainability in our products starts with our partnerships, and we've made some of the best team-ups since PB & J.

- Case Paper supports organizations who work hard not only to support sustainable initiatives but who also promote education on the topic. Two Sides North America and Paperboard Packaging Council are just two examples out of many with which Case partners.

Circularity with Our Mill Partners

- Our mill partners have launched circularity initiatives as a part of their supply chain. Case Paper is participating with the mills to do our part in continuing this new circularity movement forward.

[CMPC](#)

[Hansol Paper](#)

[Sappi](#)

[Finch](#)

[Lecta](#)

[WestRock](#)

[French](#)

[Metsä](#)

[White Birch Paper](#)

[Graphic Packaging
International](#)

[Monadnock](#)

[Willamette Falls
Paper](#)

[Greif](#)

[Rolland](#)

- In recent years, the market has been inundated with new, sustainable alternatives for papermaking and fiber sources, and we've begun looking at when/how we can incorporate them into our own products. From pre/post-consumer waste to alternatives like hemp, cotton, straw, grass, or sugar cane, we're staying on top of the latest trends in sustainable paper sourcing!

Product Innovation

Product innovation and R & D have been crucial to our **Flexibility** in the face of new materials and changing industry standards. For example, Case Makes' laminated Transfer Metallized grade was certified 100% repulpable & recyclable, which is a GAME CHANGER for plastic waste reduction.

Our Footsteps Will Continue to Walk Down This Path...

Unfortunately, we can't predict the future – if we could we'd be at the horse track. Maybe cars will finally be able to fly or there will be free trips to the moon for Amazon Prime members. The one thing we can say for certain, however, is that the planet will be better off down the line because of the changes we are all making today.

