 25% RECYCLED  
CONTENT



**Good things come  
in friendly packaging!**



SEARCH FOR  
THE **EVOK**®  
LOGO ON THE  
BACK OF THE  
FOOD TRAYS



## A FIRST IN NORTH AMERICA!

**EVOK**® is the first polystyrene foam food tray in North America made of 25% recycled material. When it comes to responsible consumption, **EVOK**® is an excellent choice!



## DID YOU KNOW?

- + Polystyrene foam consists of **more than 90% air**.
- + The production of **EVOK**® represents a **15 to 20% reduction in greenhouse gas emissions**, depending on where it is manufactured.
- + **EVOK**® performs just as well as traditional polystyrene foam trays.
- + **Polystyrene foam recycling programs** are available across Canada and the United States. Contact local municipalities for more information.



## PERFORMANCE AND QUALITY

- + **Innovative product** recognized by both industry and our clients
- + **Quality control systems** and strict internal processes
- + **ISO 9001 and HACCP** certified or audited manufacturing plants
- + Material compliant with FDA<sup>1</sup> and canadian requirements for packaging that is in direct contact with food

1. U.S. Food and Drug Administration





## THE SCIENCE BEHIND EVOK® LIFE CYCLE ANALYSIS (LCA)

2011

An LCA is a **sustainable development tool** that measures and quantifies a product's **environmental impact** by examining each step of its life cycle. This analysis takes into account the resources used (extraction and transformation), the transportation of raw materials, production, distribution (storage, handling and transportation), utilisation, as well as the end of life management of the product (collection, recycling, energy recovery and landfill).

As part of an LCA initiative undertaken in 2011 by CIRAIG for Cascades® the seven types of packaging we manufactured at the time were analyzed. The objective of this exercise was to focus our research and development efforts on producing more environmentally responsible products.

## THE END OF A MYTH

### TWO CONCLUSIONS STAND OUT AS A RESULT OF THE LCA

1.

Contrary to popular belief, the end of life of trays is not the primary factor impacting the ecological scorecard. It is the **quantity of raw materials** and the **type of energy** used in their production.

2.

Amongst the seven Cascades packaging products analyzed, those made of polystyrene foam (XPS) produced the least amount of **greenhouse gas**, followed by moulded recycled pulp (MRP) and RPET (recycled polyethylene terephthalate).

In order to reach its sustainable development objectives, Cascades chose, moving forward, to focus uniquely on the production of the three materials that were the most environmentally efficient: polystyrene foam (XPS), moulded recycled

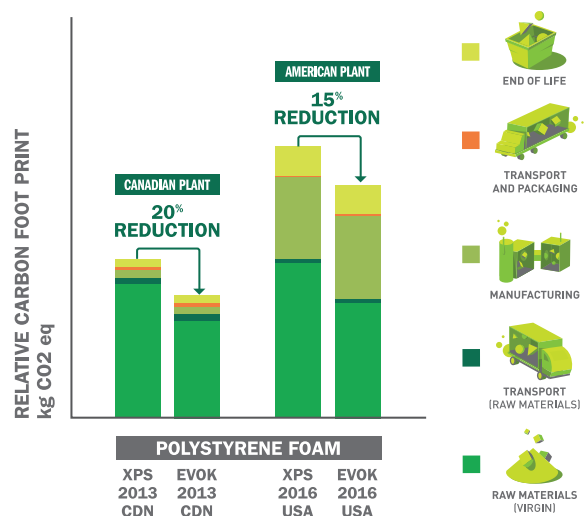
## NOW AVAILABLE IN NORTH AMERICA

2016

In light of Cascades' commitment to constantly reduce its ecological footprint, we are proud to state that **EVOK® is manufacture in both** Canada and the United States.

### REDUCING OUR ENVIRONMENTAL FOOTPRINT BY 15 TO 20%

By incorporating recycled material in our **EVOK®** trays, this product's carbon emissions are reduced by **15 to 20%** according to the manufacturing



# PROMOTIONAL MATERIAL FOR RETAILERS



PROMOTIONAL FLYER



SEARCH FOR THE **EVOK®** LABEL  
AND PARTICIPATE IN A GREENER FUTURE



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