

# **From Plastic to Paper: The Eco-Conscious Evolution of North American Packaging Trends**

In recent years, there has been a significant shift in the packaging industry. First in the UK and Europe, and now US and Canadian brands are moving towards paper-based packaging solutions.

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## **Paper, Climate Change and Common Sense**

The UN Intergovernmental Panel on Climate Change (IPCC) recently released updated projections about the effects of human activity on our planet, warning that inaction to immediately address climate risk will yield dire consequences.