



North America: Digital and Green Transformation

Challenges and Opportunities

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& CEO



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THE FIBRE BOX ASSOCIATION (FBA) , Itasca Illinois

FBA is a trade association
representing North American
corrugated box manufacturers.

1940
Founding year

Committees
Cybersecurity
Data Services
Environmental
Marketing &
Communications
Safety & Health
Sustainability
Technical

members
78 representing 95%
of U.S. box
shipments .

Quarterly Statistics,
Benchmarking Publications,
Annual Meeting, Promotion,
Handbook, Research, Advocacy,
Issue Management

Integrated companies
Independent companies
Box and Sheet Plants

The Voice of
the NA
Corrugated
Industry

Green Transformation - Challenges

Supply Chain Perception - reuse is better than recycling:

- Environmental Protection Agency (EPA) Hierarchy of Waste Management
- Strong marketing effort by the plastic industry (RPCs)
- 64% of consumers favor reuse over recycling



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Green Transformation - Opportunities

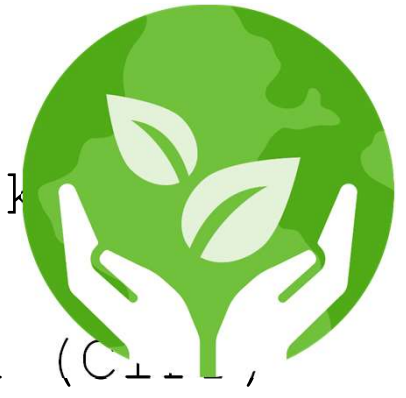
- Most recent Life Cycle Assessment
 - 4th Update since 2006 Baseline
 - Tracked progress across indicators
 - 50% per unit reduction in GHG emissions
- Comparative LCA – Corrugated and RPCs
- Voluntary Repulpability Standard and Design for Recycling Guidelines (replace wax boxes)



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Green Transformation – Opportunities Cont.

- Residential Recovery of OCC (ROCCR) Work Group
- Corrugated Industry Promotional Program (CIP),
- Close working relationship with AF&PA
- Consumer based initiatives



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Digital Transformation - Challenges

- Changing corrugated requirements due to automated warehouses and distribution centers
- Changing communication patterns with customers
- Finding qualified employees



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Digital Transformation- Opportunities

- Expansion of production capabilities
- New level of customer/supplier relationship
- Use of Generative AI to transform our industry



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“Generative AI might not take your job but the person that understands it will”

- Sam Richter, Generative AI author and speaker



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Generative AI Tool - ChatGPT

- **G**enerative - create something new
- **P**re Training - data set training needed before it can do anything
- **T**ransformer - technology that transforms words into numbers allowing for meaning and context of words to be understood



Generative AI Examples

- Sales- identifying customer decision makers and providing personality profiles
- Marketing - customizing video presentation by customer/opportunity
- Logistics - identifying best location for new plants, warehouse and sales offices
- Design - increasing options for customer solutions
- Customer Service -integrating order entry with customer data



Conclusions

The North American Corrugated Industry is embracing the Green and Digital Transformation.

It is the path to the future!



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Thank you!



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