

earthcoating®

Highly-mineralized plastic barrier coatings providing for environmental, economic & performance benefits compared to plastic coatings

Ideal for all types of paperboard barrier & high-quality print packaging applications, EarthCoating delivers premium aesthetics, functionality and barrier performance. Paperboards with EarthCoating are also engineered for recyclability and often qualify as “Widely Recycled” under the How2Recycle* program.

When compared to 100% plastic coatings, the following benefits apply:

Environmental Gains

- Engineered for recyclability
- Often qualifies packaging for “Widely Recycled” How2Recycle* mark
- Uses 40%-60% less plastic

Performance Benefits

- Waterproof
- Grease proof
- Heat seal closure

Economic Metrics

- Low cost barrier coating
- Superior performance leads to source reduction which results in potential cost savings
- Post industrial trimmings sought after by recyclers

EarthCoating® addresses the three main pillars needed when looking for a low cost, high performance, environmental paperboard barrier coating.

	Earth Coating	Plastic Coating	Bio Resins	Aqueous Coatings
Performance	✓	✓	✓	✗
Repulable	✓	✗	✗	✓
Economics	✓	✓	✗	✓

EarthCoating is ideal for all types of paperboard barrier packaging applications including:



Labels

High performance, low cost wet labels



Folding Cartons

By switching from poly-coated paperboard to EarthCoating, folding cartons may qualify as “Widely Recycled” under the How2Recycle* program*.



Food Trays

Food trays with EarthCoating are repulpable, waterproof and grease proof on the interior & FDA compliant for direct food contact.



Corrugated Pkg & POP

Finally, an inner/outer liner that's waterproof, grease proof, repulpable & designed for printing high-quality graphics.



Ask how your packaging can qualify for the How2Recycle mark by using EarthCoating.

*How2Recycle marks subject to Sustainable Packaging Coalition approval. All inquiries should be directed to info@How2Recycle.org