



NATURAL FIBER: VIRGIN AND RECYCLED A SUSTAINABLE CHOICE

The HyPerform® line of WestRock paper and corrugated packaging are produced using **virgin and recycled fibers**, which offer the best weight performance on the market and use 18% less fiber than other papers on the market. Check out how the **different natural fibers** are **sustainable** and **complement one another**:



100% of paper made from virgin fiber in Brazil comes from **renewable sources: forests planted for this purpose**. This paper returns through the **Circular Economy** to be **recycled** and its fibers are incorporated into new paper.



Recycling **extends the life cycle of paper**; however, the recycling process degrades fiber, reducing its strength and performance. The same fiber can only be recycled approximately **6 times**.



Recycled paper **would cease to exist** in about **one year** if virgin fiber were not included in its production.



The virgin fiber paper **sector plants thousands of trees in Brazil every day** in a cyclical and responsible way. **More paper = more trees**.



Thousands of hectares of native forests are preserved by the **virgin fiber paper industry**. Consuming paper contributes **to the continued existence of planted and native forests**.



WestRock forests **remove more than 1 ton of CO₂ from the atmosphere per minute**, helping to slow climate change and to **regenerate** the planet.



Millions of WestRock planted trees store carbon, **removed from the atmosphere** through photosynthesis. **The carbon remains stored** throughout the life cycle of our corrugated paper and packaging.