

Promote Your Environmental Impact

Today's consumers are making sustainability a priority, and your customers are taking notice. Companies are choosing suppliers who care about - and can communicate - their positive environmental impact. Recently, an independent environmental study on over 85 million pallets and their lifecycle earned wooden pallets an Environmental Product Declaration certification – or EPD for short. **Because of how essential wooden pallets are to supply chains, it's mission-critical that the industry shares their environmental impact.**

What Is The EPD?

An Environmental Product Declaration is an independently verified disclosure tool (like a nutrition label) that communicates transparent information about the impact of studied products.

- The study measures the impacts of a wooden pallet through a full life cycle assessment (LCA): gathering, transporting, manufacturing, use and repair, and its end-of-life usage.
- This EPD for Wooden Pallets is the first for a product in the distribution packaging space.
- This EPD is certified by Underwriters Laboratories (UL), a third-party organization.

Why Does It Matter?

Your customers are taking the lead on sustainability initiatives and are making business decisions based on environmental factors, right now. **Talking about the EPD sets you apart from the competition, and helps your customers justify their shipping platforms.**

- 80% of consumers and 84% of employees say they are more likely to buy from or work for a company that stands up for the environment. *
- In 2021, a quarter of U.S. companies included some form of environmental or social metric as part of their executive incentive plans, up from 16% in 2019." **

The Environmental Product Declaration (EPD) verifies the environmental quality of wooden pallets and validates them as the sustainable choice – the right choice for our planet and our future.

- The EPD validates data collected on 85 million wood pallets and confirms that the wooden pallet industry potentially has a Climate Positive Effect on the environment.
- All of this means wooden pallets may go beyond achieving net zero carbon emissions and actually create an environmental benefit by removing additional carbon dioxide from the atmosphere.



Fast Facts

Together, we can amplify the benefits of using wooden pallets and reinforce the climate positive effect they have on the environment.

The advantage of using wooden pallets is that they can be reused and recycled.

While the EPD only shows the positive environmental benefit of using a wooden pallet once, wooden pallets can be reused anywhere from 10 to 15 times and more!

When a pallet reaches end of life, their materials are used for biofuel, animal bedding, mulch and more – keeping unnecessary waste out of landfills.

How Can I Get Involved?

Learn something new about the EPD and the wooden pallet success story in our explainer video.

For additional information on the EPD and the Life Cycle Assessment, visit www.palletcentral.com/epd.

Share the video to amplify our industry message. Use hashtags: #WoodIsGood #PalletsMoveTheWorld and tag NWPCA at: @naturespak @nwpc. See sample posts below.

Sample Post 1

Today's consumers are making sustainability a priority, and your customers are taking notice. Wooden pallets are the sustainable choice – the right choice for our planet and our future. It's mission-critical that the industry shares their positive environmental impact. Learn more about the Environmental Product Declaration (EPD) for Wooden Pallets and spread the word.

#WoodIsGood #PalletsMoveTheWorld @naturespak @nwpc

Sample Post 2

Wooden pallets are essential to supply chains, and it's critical that the industry shares their positive environmental impact. Simply put, the advantage of using wooden pallets is that they can be reused and recycled numerous times. Learn more about the Environmental Product Declaration (EPD) for Wooden Pallets and spread the word.

#WoodIsGood #PalletsMoveTheWorld @naturespak @nwpc

**According to the PWC 2021 Consumer Survey*

<https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/consumer-and-employee-esg-expectations.html>

***In a study by proxy advisory firm Glass Lewis & Co*

<https://news.bloomberglaw.com/esg/executive-pay-tied-to-esg-goals-grows-as-investors-demand-action>