



**FOR IMMEDIATE RELEASE**

**CARDPAK®, INC., THE PAPERBOARD PACKAGING COUNCIL AND  
SOLON SCHOOLS TEAM UP ON EARTH DAY**

*Organizations sponsor TICCIT – the trees into cartons, cartons into trees program for  
4<sup>th</sup> graders at Roxbury Elementary School.*

SOLON, OH – April 22, 2010 – CardPak, the pioneer in developing and manufacturing environmentally-sustainable packaging, donated tree saplings to teach Roxbury Elementary school students about the natural renewability of paperboard packaging. Tony Petrelli, President of CardPak ([www.cardpak.com](http://www.cardpak.com)), and the Chairman of the Board of the Paperboard Packaging Council, explained “we’re thrilled to once again have the opportunity to teach elementary school kids about paperboard as a renewable resource and its recycled potential. The TICCIT program (Trees Into Cartons, Cartons Into Trees, pronounced “ticket”) is a great way to demonstrate how fun and easy it is to take care of the Earth.” Fourth graders brought paperboard milk cartons from home and CardPak donated over 100 saplings and soil. The students planted the saplings in the paperboard cartons. At home, the students poke holes in the carton and plant it directly in the ground. The cartons provide protection and a natural water funnel for the new trees. As the trees grow, the cartons breakdown and provide a natural biodegradable fertilizer. This completes the trees into cartons, cartons into trees cycle. “It’s a great opportunity to engage the future leaders of America in a fun and earth-friendly activity”, said Mr. Petrelli.

The TICCIT program celebration took place on April 21<sup>st</sup> at Roxbury Elementary School, located just 2.3 miles from CardPak’s worldwide headquarters. Roxbury Elementary School Principal, Carla Rodenbucher, was pleased to receive CardPak’s donation of over 100 tree saplings in celebration of Earth Day. “At Roxbury, we’re all about providing our students with hands-on learning opportunities like the TICCIT program. What better way to teach kids about the benefits associated with paperboard recycling and planting trees, than providing them with the materials to make it happen?” explained Ms. Rodenbucher.

As a follow up to the TICCIT activity, students in the 4<sup>th</sup> grade advisory council are visiting CardPak’s printing and manufacturing plant to see, firsthand, how environmentally sustainable packaging is made.



### **About CardPak**

CardPak, Inc., a pioneer in developing sustainable packaging, is a leading supplier of packaging products to consumer marketing companies across the globe. CardPak® is committed to creating new, sustainable products and practicing lean, environmentally-friendly manufacturing. CardPak's world headquarters are located in Solon, OH. For more information, please visit us at [www.cardpak.com](http://www.cardpak.com).

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