



ALL WRAPPED UP!

JAMES CROPPER LAUNCHES 100% RECYCLED PAPER COLLECTION FOR PREMIUM PACKAGING

For more and more brands, being able to demonstrate the social and environmental impact of their products is becoming a pre-requisite. With this in mind, specialist papermaker James Cropper has launched a new collection of papers for premium packaging, including an option with the ultimate 100% post-consumer waste recycled fibre.

The [Rydal Packaging Collection](#), whose name is inspired by a small village and water in the Lake District, best known as the home of the poet William Wordsworth, addresses the need for sustainable papers for retail packaging that do not compromise quality or beauty. As well as offering 100% post-consumer waste recycled, the range also includes options for 40% post-consumer waste recycled and 100% fresh fibre from responsible forestry sources.

The recycled qualities in the collection include James Cropper's innovative [CupCycling™](#) fibre, sourced from used coffee cups. With 175 years of papermaking heritage, James Cropper created the world's first technology to upcycle used coffee cups. This unique post-consumer fibre stream gives a second life to a valuable resource and is designed with circular economy principles at the core.

Tricia Hartmann, packaging lead at James Cropper comments, "While beauty and functionality have always been expected of luxury products, today's consumers also insist they are environmentally and socially responsible.

"Those same high standards applied to the product itself, now also extend to the entire supply chain, including the packaging. The Rydal Packaging Collection was created to directly answer this need while safeguarding the beauty of premium paper and ensuring a variety of application possibilities for brands."

Engineered to provide a natural and tactile feel, the new collection is suitable for folding boxes, shopping bags and box covering applications and ensures outstanding print performance and converting characteristics.



Currently available for production and to order in large format sheets for sample dummies and print tests, the collection includes three shades of white and three shades of black. There is also an option for bespoke colours and textural finishes as part of James Cropper's [Tailor Made](#) service.

For those brands wanting the added assurance of antimicrobial product protection, James Cropper's innovative [PaperGard](#) silver ion technology can be included for all Rydal packaging options.

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NOTES TO EDITORS

About James Cropper

James Cropper is a prestige paper innovator based in the English Lake District, supplying distinct, custom-made paper products to many of the world's leading luxury brands, art galleries and designers.

Throughout 175 years of high-quality paper production, the business has been carefully stewarded and nurtured by six generations of the Cropper family and is renowned globally for individual expertise in colour and fibre innovation.