

DECORATIVE FOIL BY THE NUMBERS

A CLOSER LOOK AT CONSUMER AND ENVIRONMENTAL ISSUES

THE VALUE OF FOIL\$

Research has shown that packaging decorated with foil rates over 80% higher than non-foil packaging in quality, appeal, value, and brand awareness.¹

There are also clear advantages to foiled packaging, in terms of attracting attention faster (44%) and retaining attention longer (16%) than identical packages without foil.²



RECYCLABILITY OF FOIL

Foiled cartons are recyclable according to various studies, including those done by PIRA, Georgia Tech, and Western Michigan University (WMU).³

The studies validate the recyclability of paper products decorated by both the traditional hot stamp and cold foil processes.

LITERALLY SPLITTING HAIRS

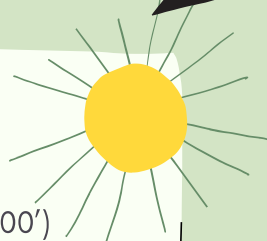
Did you know the aluminum foil layer on a foiled sheet is **less than .05 microns** (40–48 nanometers)? That's a fraction of the width of a human hair (70 microns)!

Let's do the math: a micron is 1000 times smaller than a millimeter. A nanometer is 1000 times smaller than a micron (aka micrometer).



ZONE COVERAGE

Here's another way to look it: a jumbo roll of foil (40" x 35,000') weighs 440 pounds and covers 2.4 football fields. The amount of aluminum on that roll of foil weighs only **1.042 oz.** and measures **0.66 cubic inches** in volume (about the same as the tip of your thumb).



CARBON NEUTRALITY OF PAPERBOARD

What is the role of paperboard manufacturing in the larger carbon cycle? The American Forest and Paper Association (AF&PA) and the American Wood Council (AWC) explain the complex issue of biomass carbon neutrality in only 90 seconds.



[watch video](#)

References:

1. [Perception Research Services. Foil Stamping Strengthens Brand Identity. 2004.](#)
2. [Foil & Specialty Effects Association \(FSEA\). An Initial Study into the Impact of High-Visibility Enhancements on Shelf Presence. 2014.](#)
3. [Pira International. Repulpability of Foil-Decorated Paper. 2008.](#)