Online sales have surged in the past five years, and cardboard use jumped 9% in the same period, according to the American Forest & Paper Association. Yet cardboard recycling has dropped.

We're not sure on what basis this claim is being made. Consumers continue to throw trimmings and other scraps, using material that might otherwise be used for productive purposes. Not all cities have such strict requirements for recycling cardboard. In fact, just 10% of communities nationwide have twice as many bins as residents, and many urban areas have lower recycling rates than suburbs.

Without enough cardboard sent to recyclers to be used to create new boxes, manufacturers may need more timber. Recycled content and corrugated is clear. Recovery of corrugated is 89% in 2017.

If they don't reuse it or throw it away, what happens to it? Corrugated has been trending upward for the past decade. The corrugated recovery rate is now over 89%.

This is just one great example of how the packaging industry is continuously innovating packaging to make it lighter, stronger, and more environmentally friendly. Both retailers and the paper and packaging industry are working to turn even more materials into something new.