

# The North American Pulp & Paper Sector

## EUDR Relevant Products in the Pulp, Paper and Printing Industry

North America is the world's **largest producer** of pulp and paper, with a yearly output of:



**\$ 350 m**

Forestry delivers in the manufacturing industry



**Top 10**

Forestry is a leading manufacturing sector that spans fully 43 of the 50 US states



**20 %**

of the U.S.'s forestry exports go to Germany, The Netherlands, and Italy alone



**Largest Consumer**

of both roundwood and sawnwood



**40 %**

of global timber harvest is utilized for pulp & paper production



**69 %**

of paper available for recovery in the United States was recycled in 2023



**46 mt**

on average paper is recycled in the US

### How does an EU regulation impact your North American business?

The EUDR will soon oblige companies, including those outside the EU, engaging in imports to or exports from the EU, to ensure their products have not contributed to deforestation or forest degradation.

#### Do you make, trade or consume these products?

**Paper:** Writing and printing paper, (sticky) notes, receipts, cards, and envelopes

**Packaging:** Cartons, corrugated and boxes

**Books and printed products:** Books, pamphlets, newspapers and magazines

**Hygiene products:** Paper towels, toilet paper, napkins, wipes, pads or tampons

**Party supplies:** Paper cups and plates, napkins, and filters

#### Practical Tips for Implementing the EUDR in the Pulp, Paper and Printing Industry:

- 01** **Transparent supply chains:** Manufacturers must ensure that their paper suppliers can prove the origin of the wood used in their products
- 02** **Data management:** Manufacturers must implement robust systems that help them collect, manage and analyze data.
- 03** **Customer communication:** Hardware retailers and manufacturers can use EUDR compliance as a marketing advantage by informing customers about the sustainability of their products.