Evaluating the Paper Mailer Landscape

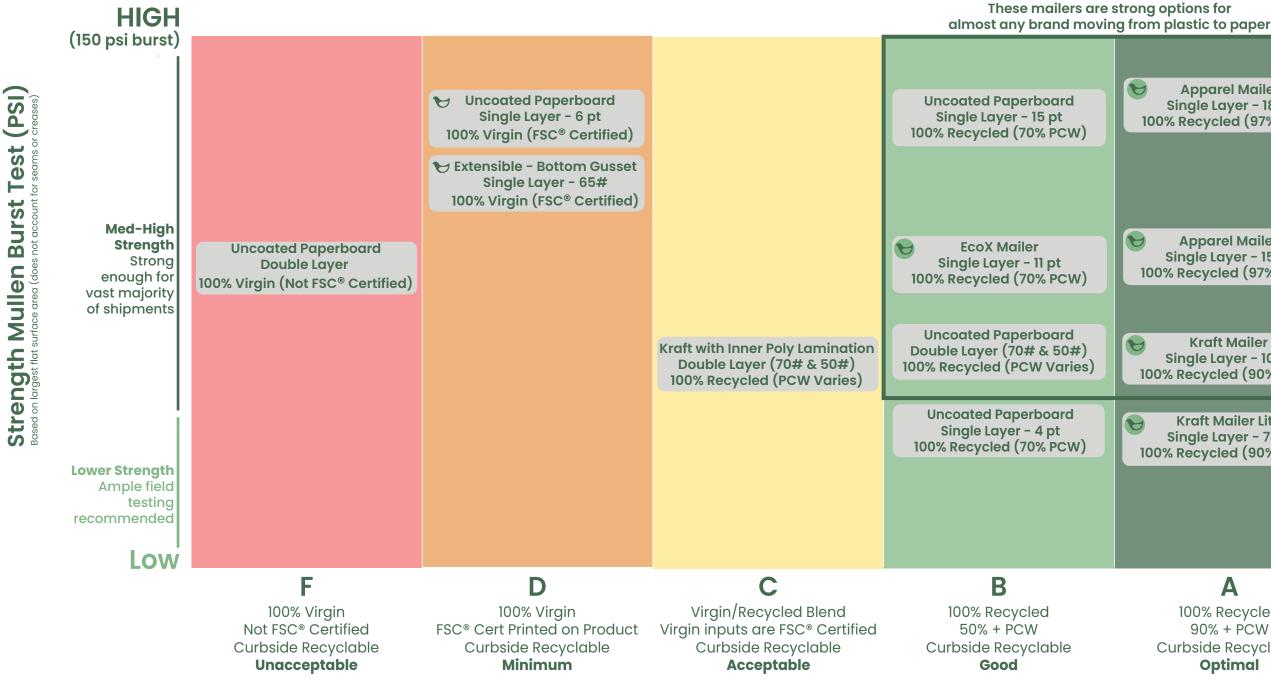
Brands moving from plastic to paper mailers have many options, and it can feel overwhelming to navigate your options. We encourage brands to look for flat paper mailers made with as much post-consumer waste as possible, meet baseline strength requirements, and use the minimum amount of material required to function successfully.

Our brands collectively ship millions of parcels annually with Kraft Mailers and other mailers in the bolded section. They have found all these to be excellent options to meet their functional and sustainability needs. Whatever mailer you choose, we strongly encourage you to prioritize recycled content and to explicitly avoid any virgin inputs that are not FSC® certified.

How to Use This Visual:

Legend

Look for your mailer on the chart to assess where it falls on the landscape. If you don't see the mailer you are considering, map it on the chart based on your knowledge of its recycled content, certification, and strength characteristics. Need help with strength testing or ship testing? Contact us anytime.



ECOENCLOSE

Circularity Ranking



Apparel Mailer Single Layer - 18 pt 100% Recycled (97% PCW)

Apparel Mailer Single Layer - 15 pt 100% Recycled (97% PCW)

Kraft Mailer Single Layer - 10 pt 100% Recycled (90% PCW)

Kraft Mailer Lite Single Layer - 78# 100% Recycled (90% PCW) most frequently used sustainable paper alternative for a reason.

Kraft Mailers are the industry's

They are 100% recycled, result in low damage rates across millions of shipments, are relatively lightweight, and are highly economical.

We encourage brands to start their journey here and then downgauge (to Kraft Mailer Lites) if appropriate for their product or increase strength if needed.

Α 100% Recycled 90% + PCW Curbside Recyclable Optimal