

# 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:

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.**

## Legend

**Product Description**  
**Paper Specs: Layers & Thickness**  
**% Recycled (Post Consumer Waste)**

- = EcoEnclose Stock Offering
- = Available for High Volume Projects

