



**Submitted by:** Lisa Berghaus, [lberghaus@mpm.com](mailto:lberghaus@mpm.com)

**Company/Organization:** Monadnock Paper Mills

**Type of organization:** Business

**Number of Employees:** 175

**Category:** Environment

**Challenge or Opportunity:** Plastic. Consumers want less plastic. Brands are scrambling to protect their reputations and solve the big problem of plastic waste. Plastics recycling can't possibly keep up with the supply - even when less than 25% is actually being recycled each year. The madness has to stop. How about a renewable/recyclable fiber-based option that works?

**Approach or Solution:** We examined the performance requirements of a lot of the plastic in retail and hospitality. Signage, gift cards, packaging. With our technical specialty capability of building strength and durability into beautiful printable papers, we are able to offer recyclable alternatives to a host of single and short term use plastic products.

**Impact:** Adoption of the gift card has reached critical mass but it took a long time. It's a slow process but we are making the world aware that there are alternatives. Big brands are paying attention. When someone chooses paper over styrene, it's a win for the planet.

We're focused on grocery right now. All those plastic channel strips & shelf talkers!