

## A Package Deal: Using Recycled Materials for Packaging



One of the industry's first product packages with a reduced environmental footprint debuted at Pfizer Germany's Illertissen packaging plant. [Norvasc's](#) folding carton is made from recycled cardboard and represents another step on Pfizer's Green Journey.

The new folding carton packaging uses GD2 (white lined chipboard) cardboard, which is made from recycled wood pulp. Currently, the standard packaging for the pharmaceutical industry is GC2 (folding box board) cardboard, which is made from mechanical pulp. Though GD2 is well known in the consumer and food industries, Pfizer's pilot use of it marks the first commercial use in pharmaceutical packaging.

### SMALL DIFFERENCES, HUGE IMPACT

Although similar in name, there are some significant differences between the environmental impact of GD2 and GC2 cardboard. The process for making GD2 cardboard uses one-third less energy, two-thirds less water, produces half the carbon dioxide emissions and costs slightly less than GC2.

There is no difference in the packaging process between the two materials and no obvious visual difference except for a very slight color change on the inside of the carton. GC2 is white, or a slight yellowish color, and GD2 has a slight grayish color.

There was concern that GD2 could increase dust formation during the packaging process, presenting a higher safety risk. To be sure, Pfizer ordered samples of GD2 cardboards from the various suppliers and ran a small machine trial. From there, a larger pilot with dust measurements was conducted.

The formation of dust was only slightly increased compared to GC2 carton. Investigations on other relevant parameters such as line efficiency and further use of the existing tools to treat the material at the supplier also returned positive results.

### FUTURE PLANS

Initially tested on small batches for Italy, the new packaging will gradually become standard for all Norvasc packs coming out of the Illertissen site. The long-term plan is to have all products packaged at the site using GD2 cardboard. The next product designated for cardboard changeover is Zeldox, with other products following consecutively. (Other major brands packaged in Illertissen include Celebrex, Cardura, Relpax, Toviaz, Mono Mack, Champix and Vfend.)