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# From Plastic to Paper: The Eco-Conscious Evolution of North American Packaging Trends

In recent years, there has been a significant shift in the packaging industry. First in the UK and Europe, and now US and Canadian brands are moving towards paper-based packaging solutions. This transition reflects a growing corporate commitment to environmental sustainability, increased regulations and penalties for using plastic, and a desire to meet consumer demand for packaging that is both sustainable and easier to recycle, knowing it is not going into landfills.