

## You thought you had a good idea.

You'd save money with molded pulp. And save yourself the trouble of consumer pressure brought on by perceptions that are false. Instead, you're left with shattered products and broken dreams of a better earth.

**Get it together. Get back to EPS.**



What factors need to be considered when making packaging choices?

How do these decisions impact the environment?

Does recyclability always equal sustainability?

The answers, plus other thought-provoking insight, are all inside.



[www.epsindustry.org](http://www.epsindustry.org)