

REIMAGINE™

PREMIUM PAPERBOARD

WITH UP TO 30% POST-CONSUMER RECYCLED FIBER



HIGH DEFINITION SUSTAINABILITY
for SBS Folding Carton & Print Applications

ReImagine

Premium folding carton with up to 30% post-consumer recycled fiber.

The impact of ReImagine's value makes it the practical choice to drive brand sales and profit

In partnership with Clearwater Paper, Diamond helped launch ReImagine™ by showcasing their new paperboard on Diamond's 2021 calendar. Inspired by circular economy principles, ReImagine™ provides high-definition print capability and superior converting performance. By incorporating 30% post-consumer recycled fiber, ReImagine™ offers both practical and environmental benefits.

- Optimized print quality, converting performance and cleanliness, compared to other paperboard with recycled content
- Post-consumer recycled fiber is FDA compliant for direct food contact
- Balanced color and shade are unmatched by other recycled paperboards
- Forest Stewardship Council (FSC) Chain of Custody Certification



Questions? Please contact your Diamond representative at 800.333.4079.

DIAMOND
packaging

PERFORMANCE Comparison

Data from ReImagine trial comparison with SBS and CRB folding carton grades

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REIMAGINE
HIGH DEFINITION SUSTAINABILITY

Printing Performance

- ✓ ReImagine and SBS folding cartons **ran identical** on press with no issues.
- ✗ CRB tended to curl downwards in delivery.

Printing Quality

- ✓ ReImagine and SBS folding cartons **print the same** with suburb scores.
- ✗ CRB print quality suffered due to dot gain and ink trap, even after adjusting the ink/water setting.

Converting Performance

- ✓ ReImagine and SBS ran **30% faster** than CRB
- ✗ When converting CRB, the operator had to slow down the folder gluer over 30% due to jamming and score cracking.

Performance Impact

- ✓ ReImagine's optimized converting performance makes the **cost per package competitive** with other paperboards.



SUSTAINABILITY Drives Growth

Sustainability-marketed products enjoy a significant **price premium of 39.5%** versus their conventionally marketed branded counterparts.



Sustainability-marketed products grew **7.1X faster** than products not marketed as sustainable.



60% of consumers said they would pay more for sustainable packaging across all end-use segments.