



## PRESS RELEASE

### Six trade associations announce the new Fibre Packaging Europe coalition

**Brussels, 14 October 2021** – Today, six leading trade associations, representing industries involved in forestry, pulp, paper, board and carton production and recycling from across Europe, announced the launch of Fibre Packaging Europe, an informal coalition. The members' joint mission is to provide renewable, circular and sustainable paper and board packaging solutions to help achieve the objectives of the European Green Deal.

Mike Turner, Managing Director of the European Carton Makers Association and Chair of Fibre Packaging Europe, said: "At a moment when the European Green Deal is driving an overhaul of the EU regulatory framework on packaging, we have come together to raise awareness of the role paper and board packaging plays and will play in meeting Europe's climate and environmental ambitions. We look forward to working with EU policymakers, fostering a constructive dialogue and providing our collective knowledge and expertise to achieve our common goal."

The six founding members include Confederation of European Paper Industries (CEPI); European Carton Makers Association (ECMA); European Paper Packaging Alliance (EPPA); European Federation of Corrugated Board Manufacturers (FEFCO); PRO CARTON and the Swedish Forest Industries Federation (SFIF).

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