

Brussels, 2 May 2011 > FEFCO to support Save Food Special Show at interpack

FEFCO, the European Federation of Corrugated Board Manufacturers, will participate as a sponsor of the Save Food Special Show at the forthcoming *interpack* Fair 2011 in Dusseldorf. The initiative recognises that global food waste levels are high and will explore how individual elements such as packaging, logistics and transportation can contribute to food loss reduction.

“Food waste is a serious problem globally” says Ben Blydenstein, Marketing and Environment Director at FEFCO. “Levels are estimated by Save Food to be around 30% in Europe and are similarly high in developing countries. Corrugated packaging has an important role to play because it is a cost and space efficient means of storage and protection during production, handling and transport. It can be customised to fit any size or shape of product and can communicate essential information to supply chain professionals and consumers. FEFCO is proud to support the Save Food Special Show.”

interpack runs from the 12th to the 18th May 2011. The Save Food initiative consists of a two-day high level Congress on the 16th and 17th of May and an exhibition for the duration of the *interpack* Fair.

The FEFCO stand will be in the glass pavilion on the open air area of the *interpack* fairground.

For more information visit <http://www.save-food.org/> or email to ben.blydenstein@fefco.org.

For additional information, please contact:

Nathalie Schneegans, Communications Director
at nathalie.schneegans@fefco.org – Phone: +32 2 6500832.

Note to the editors

FEFCO (European Federation of Corrugated Board Manufacturers) was established in 1952 and represents the interests of the European Corrugated Board Manufacturers. Headquartered in Brussels, FEFCO has 24 active members, all European national corrugated packaging organizations. The role of the Federation is to investigate economic, financial, technical and marketing issues of interest to the corrugated packaging Industry, to analyze all factors which may influence the industry, and to promote and develop its image.