

Brussels, 20 October 2011 > Corrugated of Course

CORRUGATED
OF COURSE

FEFCO, the European Federation of Corrugated Board Manufacturers, announces today the launch of a new communication platform entitled "Corrugated Of Course", a website with information and commentary on topics of relevance to user groups and policy makers.

Its goal is to communicate the many strengths of the corrugated industry to producers, retailers and political institutions at European level. Over time, guest blogs and comments will be included with the aim of establishing a two way conversation between the corrugated industry and its stakeholders.

"It's surprising how corrugated board is everywhere in our lives, yet its value is often under-appreciated" says Ben Blydenstein Marketing and Environment Director at FEFCO.

"It protects around 75% of our packaged goods in transit, is the perfect in-store display medium and a convenient method of carriage and storage for consumers. It is sustainable, and brings enormous cost efficiencies and value gains to producers, distributors, retailers and shoppers alike".

"Corrugated-ofcourse.eu will bring together the latest news and stories from across the supply chain to highlight how this amazing product is bringing value throughout its lifecycle. We hope that by showcasing this value our stakeholders will conclude – corrugated, of course!"

To visit the website please click on the following link: <http://www.corrugated-ofcourse.eu/>

For more information, please contact Ben Blydenstein at: ben.blydenstein@fefco.org.

Note to the editors

FEFCO (European Federation of Corrugated Board Manufacturers) was established in 1952 and is the umbrella organisation of the European Corrugated Board Industry. Headquartered in Brussels, FEFCO has 24 active Members, all European national corrugated packaging associations.

'Corrugated of Course' is a communication platform maintained by FEFCO, to communicate the many strengths of the corrugated industry to producers, retailers and political institutions at European level.