



CORRUGATED
OF COURSE

FEFCO introduces new face: Mr Corrugated

FEFCO, the umbrella organisation of the European Corrugated Board Industry, is launching an impactful advertising campaign this spring to reinforce perceptions about the many benefits of corrugated packaging.

The campaign is be fronted by 'Mr Corrugated', an animated character made from corrugated board. The aim is to engage key influencers on an emotional as well as rational level.

Print and video executions emphasise the vast array of advantages associated with corrugated packaging, including its recyclability, its renewability, its versatility and its popularity with shoppers.

As well as introducing 'Mr Corrugated', the campaign will also drive interested parties back to the organisation's "Corrugated of Course" website (www.corrugated-ofcourse.eu), which brings together the latest news and stories from across the supply chain to highlight how corrugated packaging can bring value in all areas.

Ben Blydenstein, Marketing and Environment Director at FEFCO, comments:

"Our industry's corrugated packaging solutions have many benefits: they minimise waste by protecting products on their journey through the supply chain. They reduce the costs of logistics and handling and sell the products they display. All this is achieved using a fully renewable and recyclable material. Also corrugated board's adaptability means that it's a great material to innovate with. Our challenge is to get these messages across clearly. With 'Mr Corrugated' we have a fun, impactful and appealing way of achieving this."

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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 organisations. The role of the Federation is to investigate economic, financial, technical and marketing issues of interest to the corrugated packaging industry, to analyse all factors which may influence the industry, and to promote and develop its image.