

FOR IMMEDIATE RELEASE

FEFCO welcomed major European influencers to Brussels Brussels, 21 March 2019

On 18 & 19 March, FEFCO, the European Corrugated Packaging Federation, welcomed top European influencers to Brussels.

Over the course of two days, some of Europe's leading journalists, bloggers, and influencers had the chance to learn more about how cardboard is 100% recyclable, bio-based, and biodegradable - in other words, a true circular economy champion. "*We want every fibre back,*" said FEFCO General Secretary, Angelika Christ at the event. "*Give us your used packaging, and we'll make new boxes out of them.*"

On these "Influencer Days," the cardboard industry opened its doors, and attendees discovered in a hands-on way, why corrugated is the ideal packaging material (for many applications including e-commerce). Thanks to a visit to a VPK paper mill and a corrugated manufacturing plant, the attendees saw how used packaging is recycled and transformed into new packaging.

Another highlight was a visit to the European Parliament. Participants were able to get directly involved in the discussion on policy issues with policy makers, on essential topics such as the circular economy, recycling, and food waste. During the event, Uroš-Valentino Saraja, assistant of MEP Davor Škrlec, (European Parliament), said, "*We want to improve quality of life - sustainability and the circular economy make it possible.*"

Rozalina Petrova, Policy Officer at the EU Commission, DG ENV, "Waste Management and Secondary Materials Unit", added, "*Inspired by nature, we want to make all materials sustainable and circular.*"

Participants also visited DS Smith Brands & Experience office, an international company, which produces a wide range of packaging for consumer goods. They learned how to best design a box so that it would withstand a tough journey along multiple touchpoints within a supply cycle.

The event took place on Global Recycling Day, which allowed the industry to repeat its core message on recycling, which is that on average, a box contains 88% recycled material. Of course, everyone can participate in the solution by actively recycling their packaging.

For photos and other content from the event, please look at our social media channels (Twitter, Facebook, LinkedIn) or reach out to us directly.

For additional information, please contact:

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Note to the editors

FEFCO (European Federation of Corrugated Board Manufacturers) represents the interests of the European Corrugated Board Manufacturers. Headquartered in Brussels, FEFCO has 17 Association 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.

Europe's corrugated industry in Europe makes about 43.9 billion square metres of board per year, enough to cover Denmark. It has 401 companies, 700 plants and accounts for 100,000 jobs. Corrugated is already a complete, high-performance material design, and delivery system, with thousands of possible combinations of board types, depth, weight, adhesives, and coatings. The average box today is more than 5% lighter than 15 years ago and contains around 7% more recycled material.