

Brussels, 4 April 2011 > Ben Blydenstein appointed as Marketing and Environment Director at FEFCO

Ben Blydenstein has started in his position as Marketing and Environment Director at FEFCO.

Ben has held a number of roles at SCA Packaging since joining these eight years ago. Prior to that, he held brand and marketing management roles at companies including SmithKline Beecham and Pernod Ricard.

“This is an important new role designed to meet an increasing need to promote the commercial and environmental benefits of corrugated packaging to a wide range of stakeholders including retailers and European Institutions,” says Roberto Villaquiran, Chair of the Marketing & Environmental Committee. “I welcome Ben and wish him every success in meeting the challenges that lie ahead.”

Angelika Christ,
Secretary General of FEFCO

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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 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.