

Brussels, 6 September 2011 > Corrugated Packaging a Significant Contributor to the Bio-Economy

From 6-9 September 2011 FEFCO, the European Federation of Corrugated Board Manufacturers, is exhibiting corrugated board's significance as a sustainable packaging solution. Their exhibition is part of the forest and forest based product sectors' event in the EU Parliament "Forest Sector's Contribution to the EU bio-economy".

The event is in recognition of the International Year of Forests 2011 and is hosted by MEPs Riikka Manner, Luis Manuel Capoulas Santos and Gaston Franco. It consists of an exhibition and workshop. The aim is to highlight the vital role that Europe's forests and forest products industries play in contributing to the overall 2020 objective of the European Union of achieving a sustainable bio-economy.

Says Ben Blydenstein, Marketing and Environment Director at FEFCO "In Europe about 75% of transport packaging is made from corrugated board. It is used for a broad spectrum of items from champagne to car engines and confectionery and even bees. Last year corrugated board that could cover an area the size of Switzerland was produced to help transport products across Europe and beyond. Made from renewable resources, fully bio-degradable and around 70% being recycled in Europe corrugated packaging is a significant contributor to the bio-economy. It is important for our industry to be part of this event"

The event program:

Tuesday 6th September 1.45 pm to 6 pm

- **"FutureForest" with MEP Gaston Franco.** Location : P3C-050

Tuesday 6th September to 6pm

- **Opening of exhibition with cocktail reception with MEPs Riikka Manner, Luis Manuel Capoulas Santos and Gaston Franco** Location: ASP Atrium

Tuesday 6th September 6 pm to Friday 9th September

- **Exhibition on innovations of the forest-based sector : from forests to packaging, intelligent paper and ... lipstick!** Location: ASP Atrium

Wednesday 7th September 9 am to 6.30 pm

- "Forest Intergroup" with MEP Gaston Franco. Cocktail reception at 6pm. Location P3C-050

Thursday 8th September 9 am to 12.30 pm

- **Morning workshop on "The forest sector's contribution to the European bio-economy" with MEPs Riikka Manner and Gaston Franco.** Location: JAN-4A1

For additional information, please contact:

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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.