FOR IMMEDIATE RELEASE

FEFCO appoints new Market & Environment Director
Brussels, 1st February 2017

FEFCO, the European Corrugated Packaging Association, is pleased to announce Thomas Maiwald as FEFCO Market & Environment Director.

Thomas Maiwald, 44 years old, is Engineer in food technology. From 2008 to 2016, Thomas held various positions within the METRO GROUP, first as quality manager and more recently as head of own brand packaging development for various sales lines. His main focus was the integration of packaging know-how, Shelf Ready Packaging and standards requirements into the own-brand processes. His understanding of the supply chain and of sustainability issues helped him in defining specifications and building up a network for knowledge transfer between retail and the packaging industry. Thomas has been speaking at several packaging congresses and seminars and became a recognised packaging expert within the German retail. He also chaired the EHI Retail Institute`s Packaging Committee for several years.

"We are very pleased that FEFCO will benefit from Thomas' retail expertise and insights; his extended knowledge in packaging combined with his retail experience will greatly help FEFCO in demonstrating that Corrugated packaging is not an alternative but is the best packaging option" says 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 17 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.