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Pro Carton and ECMA demystify SUPD, PPWD and EGD legislation in a new joint webinar

Join a special webinar that will take the confusion out of key European legislation and explain what it means in practice for the paper-based packaging industry

A free-to-attend webinar demystifying key EU legislation facing the packaging industry and the impact it will have on mills and converters has been announced by Pro Carton, the European Association of Carton and Cartonboard manufacturers, and The European Carton Makers Association (ECMA). Running on 11 May (11.00 CET), it will explain in simple terms the implications of the Single Use Plastics Directive, the forthcoming Packaging and Packaging Waste Directive, as well as the Waste Framework Directive, and demonstrate how they fit into the European Green Deal.

Providing practical advice, the webinar will give a broader understanding of these important aspects of legislation and how they could affect businesses. Hosted by Tony Hitchin, General Manager of Pro Carton, the one-hour webinar will feature Tom Parker, Chairman of Cambre Associates - a leading advocacy and communications consultancy agency based in Brussels, and ECMA's Managing Director, Mike Turner - an expert in EU legislative matters who has worked within the packaging industry for almost three decades.



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Mike Turner

Tom Parker

Tony Hitchin, General Manager of Pro Carton, said: “Following the launch of the European Green Deal in 2019, it has never been more important for those working in the paper-based packaging industry to have a clear and coherent understanding of the various pieces of EU legislation that will impact our industry. I encourage all Pro Carton and ECMA members to attend, as our two highly knowledgeable speakers will provide invaluable insights that will lead to a better understanding of current and forthcoming legislation. They will go into the specifics of how it will affect for your business in an interesting, relevant and informative way.”

Whilst it is open to all, the webinar will be of particular interest to sales-facing personnel, directors and management in the fibre-based packaging industry. Use this link to register:

https://us02web.zoom.us/webinar/register/WN_QZadvxoESiaXB38leXuULg

Ends

Find hi-res images at: <https://www.flickr.com/photos/procarton/albums/72157719051153011>



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Notes to editors:

For further information, please contact the Pro Carton press office on +44 (0) 20 7240 2444 or procarton@stormcom.co.uk

About Pro Carton

Pro Carton is the European Association of Carton and Cartonboard manufacturers. Its main purpose is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium.

www.procarton.com

What is cartonboard?

Cartonboard is a multilayer paper-based material with, usually, three or more layers of fibre derived from wood, or recycled materials such as paper or cartonboard. It is often used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.

EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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Is cartonboard the same as cardboard?

Cardboard is a generic term and, whilst cartonboard is a type of cardboard, it is different from 'corrugated cardboard' which is a firmer, heavy-duty paper-based packaging commonly used for transport (like Amazon parcels). In contrast, Cartons are always printed often with high quality graphics and special varnishes and finishes. Liquid packaging board (e.g. Tetra Pak) used to hold milk and fruit juice is not categorised as cartonboard.

EXAMPLES OF PACKAGING THAT ARE NOT CARTONBOARD:



Liquid packaging



Corrugated