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Pro Carton appoints new General Manager

Packaging Expert, Winfried Muehling, joins the association following Tony Hitchin's retirement

Today [Pro Carton](#), the European association of carton and cartonboard manufacturers, announces [Winfried Muehling](#) as new General Manager - following the recent retirement of Tony Hitchin. With sustainability high on the agenda of many FMCG businesses, Winfried Muehling will continue to promote the many advantages of cartonboard and cartons to brand owners, retailers, consumers, and government.



Winfried Muehling, General Manager of Pro Carton

An industry expert with global experience

With almost 30-years' experience working in the global packaging and FMCG industry, Winfried Muehling has held managerial positions in the chemical, food and beverage and capital equipment sectors, demonstrating a passion to bring stakeholders along the value chain together and to deliver consistent commercial and operational excellence.



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His previous roles include, Vice President Corporate Accounts at Ecolab, Sales Director for MM Board & Paper, Vice President Sales Management at Tetra Pak, and most recently at Amcor as Global Key Account Director, based in Singapore.

Putting cartonboard in the spotlight

As the packaging industry evolves from a linear to a circular economy model, Winfried Muehling will promote cartons as a modern, renewable and recyclable form of packaging, as well as highlighting their unique design and promotional assets.

There is a strong case for brands to adopt sustainable packaging, with Pro Carton's own research showing that 60% of European consumers base their purchasing decisions on a product's packaging. As such, Winfried Muehling's main objective will be to demonstrate the benefits to FMCG and Pharma companies as well as to retailers in order to make cartons and cartonboard their first choice when seeking green packaging solutions.

Horst Bittermann, President of Pro Carton, said:

"I am delighted that Winfried has joined the Pro Carton team. He brings a wealth of industry knowledge and experience, from a global perspective, and has an innate understanding of consumer trends and expectations within packaging. We know Winfried to have a "play to win" attitude, this will support the industry and Pro Carton's members to develop to the next level."

"I thank Tony Hitchin for five years of dedicated service that have put cartonboard at the heart of conversations about sustainable packaging. Now, with the UN Climate Change Conference (COP26) taking place in just a few weeks, we are at a pivotal time. Businesses need to consider their choices and under Winfried's leadership Pro Carton will further promote the sustainability credentials of cartons, positioning it as the material of choice for forward thinking brands. Packaging from nature – Packaging for nature!"



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Winfried Muehling, General Manager of Pro Carton, commented:

“It is an honour to be appointed as the new General Manager of Pro Carton and I am excited for the opportunities that lie ahead. The cartonboard industry has worked hard to ensure consumers see cartonboard and cartons as the best choice when it comes to environmentally friendly packaging. We must further stress the unique advantages, positioning it as a natural packaging material, produced from renewable resources, that can be recycled time and time again. With cartonboard we meet all the requirements for a circular economy today already. I am passionate about the environment and protecting it for future generations, which is why I want to ensure cartonboard packaging becomes the premier sustainable packaging solution.”

Ends

Find hi-res images at: <https://www.flickr.com/photos/procarton/albums/72157720037733891>

For more information on the benefits of carton and cartonboard, visit www.procarton.com or join the discussion on social media:

Follow Pro Carton on Twitter: [www.twitter.com/pro_carton](https://twitter.com/pro_carton)

Like the Pro Carton Facebook page: www.facebook.com/procartoneurope/

Join the discussion on LinkedIn: <https://uk.linkedin.com/company/pro-carton>

Visit the Pro Carton Pinterest board: www.pinterest.co.uk/procarton/

Notes to editors:

For further information, please contact the Pro Carton press office on +44 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.



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EXAMPLES OF CARTONS MADE FROM CARTONBOARD:



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