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Pro Carton brings together industry leaders to discuss the importance of ‘Circularity by Design’

12 April 2022: Pro Carton, the European Association of Carton and Cartonboard manufacturers, has released the first of a series of short video interviews with eight influential leaders across the packaging supply chain. The interviews – which feature representatives from leading stakeholders of the cartonboard and carton supply chain – discuss the impact of the recently published 4evergreen **Circularity by Design Guideline** for fibre-based packaging.

The guideline, wholeheartedly endorsed by Pro Carton, was developed by 29 packaging design experts and reviewed by 114 industry leaders from different supply chain stakeholders. It will act as an important reference for the entire supply chain, providing them with clear recommendations on how to facilitate fibre-based packaging that embraces recyclability and circularity.

Released over three weeks, the Pro Carton interview series will explore the realities of implementing the guideline, what impact it will have on the industry and how brands, designers and converters can use them in their daily work. Each Monday, Wednesday and Friday, viewers can ‘tune in’ to the Pro Carton social media channels to find out how the guidelines will help brand owners meet sustainability targets, facilitate the creation and design of new, innovative packaging solutions, and enable cartonboard producers and converters to illustrate how cartonboard can realise the concept of circularity.



PRO CARTON
PACKAGING FOR
A BETTER WORLD

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The series, which launched on Wednesday 5 April with **Jesus Aisa, Global R&D Sustainability Lead, Unilever** and **Steven Stoffer, Group VP Corporate Affairs, Smurfit Kappa** is also set to include **Tiina Pursula, SVP Sustainability, Division Packaging Materials, Stora Enso**; **Mikko Rissanen, Director, Technology, UPM Specialty**; **Carsten Busshoff, Creative Director & Head of Strategy, MMP Innovation/Pacproject**; **Tytti Peltonen, Vice President Corporate Affairs, Metsä Group**; **Kiril Dimitrov, Packaging Expert, Nestlé**;



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and Andrew Stack, Design & Strategy, MMP Innovation/Pacproject.



Commenting on the new guideline, Tiina Pursula - SVP Sustainability, Division Packaging Materials, Stora Enso and 4evergreen Alliance Deputy Chair, said: “As we are aiming towards full circularity, tools like this guideline that have been developed to provide value chain collaboration by 4evergreen are very helpful to us. The guidelines will be considered in all our product development and innovation projects when we are designing products for standard recycling



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processes, and this then helps our team to take circularity considerations fully into account from the very beginning of the product design phase.”

Winfried Muehling, General Manager of Pro Carton added: “It has been an extremely interesting and enjoyable process speaking with all of the guests on our series, as they share their thoughts on the first of the 4evergreen guidelines. We believe it is crucial to support and highlight the potential impact of the guideline however we could. Through the work with our members, we know the benefits offered by cartonboard, and believe that by helping the supply chain transition to fibre-based packaging, we can ensure consumers can purchase products with a clear conscience while making sure our environment is better for it too.”

To watch the interviews in full, visit the Pro Carton website here: <https://www.procarton.com/media-section/videos/>

To read 4evergreen’s Design by Circularity guideline, click here: <https://4evergreenforum.eu/wp-content/uploads/4evergreen-Circularity-by-Design-2.pdf>

Ends

Find hi-res images at:

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About Pro Carton



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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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4evergreen is a cross-industry alliance perfecting the circularity of fibre-based packaging to contribute to a climate-neutral and sustainable society. Our goal is to raise the overall recycling rate of fibre-based packaging to 90% by 2030. We bring a particular focus on packaging with a lower circularity performance today, namely the types used for household, out-of-home and on-the-go consumption.

The alliance brings together industry representatives from across the fibre-based packaging valuechain, from pulp, paper and board manufacturers and recyclers to packaging producers and converters, including brand owners, retailers, and waste management companies. It also comprises non-fibre material suppliers (e.g., adhesives, inks, coatings), technology providers (e.g., machinery, collection, and recycling solutions), and leading research institutes.

To date, 4evergreen brings together around 90 market leaders representing all the players of the fibre-based packaging value chain (find a list of members here). The host of the initiative is Cefi (the Confederation of European Paper Industries), headquartered in Brussels. 4evergreenforum.eu - Twitter

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