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Cartonboard producer La Rochette joins Pro Carton

Pro Carton, the European Association of carton and cartonboard manufacturers, is continuing to grow its membership with the addition of a French cartonboard mill, [La Rochette Cartonboard SAS](#). The announcement marks the growing alliance between key players across the sustainable packaging supply chain.

A leading manufacturer of cartonboard packaging products, La Rochette Cartonboard SAS was founded in 1873 at the exact location it continues to operate today – a traditional area of papermakers at the foot of the Belladonne mountain range. From its production facility in Valgelon-La Rochette, it produces over 140 thousand tonnes of multi-layered folding boxboard (FBB) per year, from woodchips sourced from within 150km of the local area.

Operating predominantly in France, [the company is the main producer in Southern Europe's FBB market](#), serving a range of sectors, including pharmaceutical and food. Acquired by Mutares in May 2021, it employs over 310 people.

Commenting on the announcement, Pierre-Yves Guégan of La Rochette Cartonboard SAS said: “We are delighted to join forces with some of the most significant players in our industry to help communicate the many benefits of cartonboard to stakeholders. Joining the association will enable us to closely collaborate with industry leading companies to promote usage of cartonboard as the most desirable packaging material, as well as align on important industry topics.”

Pro Carton General Manager, Winfried Muehling added: “On behalf of everybody here at Pro Carton, I welcome the La Rochette Cartonboard SAS team to the association. We’re excited to learn from the company’s extensive 150 years of experience in the cartonboard sector, and I have no doubt that by



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joining Pro Carton, we can take one step closer to our common goal to make cartonboard and carton packaging solutions the most preferred packaging choice for brand owners, retailers and consumers.”

To find out more, visit www.procarton.com

Ends

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Notes to editors:

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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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