



**PRO CARTON**  
PACKAGING FOR  
A BETTER WORLD

# **Pro Carton Annual General Meeting 2022**

**Krakow, 14<sup>th</sup> September**



# AGM 2022: Agenda

- Chairman's welcome and opening remarks
- Circular resolutions adopted on 21<sup>st</sup> June 2021
- Activity update. Looking ahead
- Financial situation at 31<sup>st</sup> December 2021. Approval of accounts
- Granting of discharge
- Granting of membership
- Approval of the budget for 2023
- Approval of the membership rates and contributions for patrons in 2023
- By-elections: Two Steering Group members and the President
- Election of auditor
- Any other business
- Chairman's concluding remarks and closure of meeting





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## **Pro Carton Annual General Meeting 2022**

**Chairman's welcome and opening remarks**





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## **Pro Carton Annual General Meeting 2022**

**Circular resolutions adopted on 21<sup>st</sup> June 2021**





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# **Pro Carton Annual General Meeting 2022**

## **Activity Update**



# 2021: Key Statistics

	1 January 2021 – 31 December 2021
Total number of media clippings	512
Country split	
UK / France / Germany / Spain / Italy / Other	35% / 9% / 16% / 9% / 22% / 9%

**30**  
Press releases  
issued

Coverage in  
**16**  
countries

Total reach  
**>966m**



# 2021 Key Activities



## Editorial

- 30 press releases,
- six statements/comments,
- five by-lined articles and
- three advertorials
- more than 500 mentions in national and trade media.



## Creative Campaigns

A series of creative campaigns were launched, including Pro Carton's first social media quiz, and collaboration with designers to create artwork made exclusively from cartonboard.



## Perfectly Packaged Display

Now in its third year, the ECEA winners were profiled in an exhibition at the Museum of Brands in London, supported by a PR and social media campaign.



# 2022: Key Statistics

	<b>Year to Date</b> <b>1 January 2022 – 31 August 2022</b>	<b>2022</b> <b>Targets</b>
Total number of media clippings	310	520
Countries represented	21	Further increase from 16
Country split UK/France/Germany/Spain/Italy/Other	34% / 10% / 13% / 7% / 18% / 18%	30% / 15% / 15% / 10% / 20% / 10%
<b>Social Media Followers</b>		
LinkedIn	5,182 (up from 4,393)	5,600
Facebook	6,661 (up from 6,621)	7,000
Facebook (PCYDA)	4,166 (not tracked)	no target
Twitter	1,923 (up from 1,836)	2000
Instagram	3,448 (not tracked)	no target

**Social Media Followers**  
**> 21k**

- Our focus is on increasing followers on LinkedIn
  - Business contacts in the Industry first
  - On EU Brussels level with support of Greensource second
- Use Facebook, Twitter and Instagram for wider audiences



# 2022 Key Activities



## Editorial

In 2022 to date:

- 12 press releases,
- two statements/comments and
- 13 by-lined articles
- more than 300 mentions in national and trade media.



## Digital Campaigns

Series of digital campaigns, using popular video formats incl.:

- 25 recycling loops,
- International Women's Day,
- 4evergreen Guidelines and
- EU Green Deal roundtable

Increased focus on collaborating with value chain stakeholders incl. end-users



## European Expansion

Continued the partnership with Museum of Brands in London and launched a new exhibition at the Musee du Cartonnage in France.

Expanding collaboration with newly appointed Media Partner in Italy and France.



# 2022 Coverage Highlights



N°7. 14.01.2022

C'est officiel : les cartons peuvent être recyclés 25 fois !



Pro Carton, l'association européenne des fabricants de carton et de cartonnages met en avant les résultats d'une étude menée par l'Université de technologie de Graz en Autriche sur le recyclage des matériaux d'emballages à base de fibres. Ceux-ci peuvent être recyclés plus de 25 fois avec une perte d'intégrité minime, voire nulle. C'est un satisfait pour Winfried Muehling, directeur général de Pro Carton qui a déclaré : « Les résultats mettent résolument fin à l'idée reçue selon laquelle les emballages à base de fibres ne peuvent être recyclés que quatre à sept fois avant de perdre leur intégrité. Cette étude souligne que les fibres de papier et de carton sont beaucoup plus durables qu'on ne le pensait auparavant ». L'étude de l'UT de Graz souligne ainsi la contribution vitale du cartonnage à l'économie circulaire et le rôle qu'il peut jouer dans l'amélioration des pratiques de durabilité des entreprises et des marques. On rappelle que le taux actuel de recyclage des emballages papier et carton en Europe se monte à 84,2 %. L'industrie européenne du papier s'est fixé comme objectif un taux de recyclage de 90 % d'ici 2030.

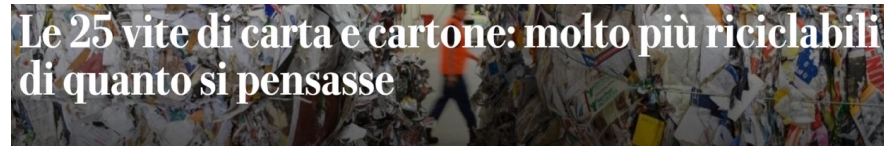


## Ya es oficial: el cartón puede reciclarse al menos 25 veces

Un nuevo estudio universitario desmiente el mito de la limitación del número de ciclos de reciclado para los envases de fibra

Circular future for fibre-based packaging

17 MAY, 2022 | BY WINFRIED MUEHLING  
The 4evergreen Alliance's campaign to promote its Circularity by Design addresses the entire supply chain



Un nuovo studio dice che non sono solo sette i ricicli per i packaging in fibra. Pro Carton, associazione europea dei produttori di cartone e cartoncino, spiega i requisiti specifici per ottimizzare il riuso



## packAKTUELL

Nachrichten | 28.06.2022

**PRO CARTON PRÄSIDENT BITTERMANN ZUR AKTUELLEN LAGE UND MIT EINEM AUSBLICK AUFS ZWEITE SEMESTER**



Horst Bittermann (Foto: Pro Carton)

Green goals, automation and digital technologies: what's in store for 2022?



Folbb neues Mitglied von Pro Carton



## Druckspiegel

Voting for the European Carton Excellence Award

Pro Carton, the European Association of Cartonboard and Folding Carton Industries, is calling on the general public to vote for the 2022 European Carton Excellence Award (ECEA) and Pro Carton Young Designers Award (PCYDA) Audience Award Winners.

Le Musée du Cartonnage et de l'Imprimerie inaugure une nouvelle exposition

28 avril 22 | e.bonus | #3936 :: rss



Le Musée du Cartonnage et de l'Imprimerie à Valréas, en France, accueille depuis le 1er avril 2022 en partenariat avec Pro Carton – association européenne des fabricants de carton et de cartonnage – une nouvelle exposition, mettant en avant les emballages carton.

## PACKaktuel

Nachrichten | 14.01.2022

**NEUE PRO-CARTON-STUDIE: KARTON KANN MINDESTENS 25 MAL RECYCELT WERDEN**

Verpackungsmaterial auf Holzfaserbasis – Papier, Pappe, Karton und Faltschachteln – lässt sich nach neuesten unabhängigen Untersuchungen über 25 mal mit geringem oder keinem Verlust an Materialintegrität recyceln. In der 2021 von der Technischen Universität Graz in Österreich durchgeführten Studie wurde Faltschachtelkarton mehrmals recycelt, um festzustellen, ob und welche Auswirkungen auf die mechanischen Eigenschaften des Materials, einschliesslich seiner Festigkeit und Druckbeständigkeit, zu erwarten sind. „In dieser Studie konnte kein negativer Einfluss auf die betreffenden mechanischen Eigenschaften nachgewiesen werden. Auch die Quellfähigkeit der Faser zeigte keinen negativen Trend“, berichtet die Universität.



ASSOCIATIONS

## Pro Carton analyse l'importance du design circulaire

Vendredi 22 Avril 2022



European Carton Excellence Awards per packaging innovativi

Al via la call rivolta ai designer per imballaggi sostenibili in cartone: il concorso promosso da Pro Carton e da Ecma

De Adalberto - 01 Marzo 2022



Winfried Muehling has been General Manager at Pro Carton since October 2021. In an interview, the FMCG expert explains which topics are currently current at Pro Carton and what role communication plays in this.

packREPORT  
PERFECTING THE RECYCLABILITY OF CARDBOARD



## PackagingNews

Winfried Muehling | Response to IGD's packaging report

The Institute of Grocery Distribution (IGD) has challenged its members and wider grocery industry stakeholders with halving the environmental impact of packaging by 2030.



Winfried Muehling : « Dans l'emballage, le carton est le matériau le mieux préparé pour relever les défis de demain »

En octobre dernier, Winfried Muehling a succédé à Tony Hitchin à la direction générale de Pro Carton, l'Association européenne qui réunit les fabricants de cartons plats et de cartonnages. Le nouveau D-g porte haut et fort les valeurs et les atouts du carton. Au cours de l'interview qu'il nous a accordé, il a fait monter d'une grande connaissance des enjeux et des problématiques de cette industrie, fruit d'une expérience de près de 25 ans au service de l'emballage papier-carton, acquise chez Tetra Pak et Moly-Mehlhof.

>>> Repères

Les membres de Pro Carton exploitent plus de 50 machines à carton en Europe, réparties dans une quarantaine d'usines et 14 pays, ce qui représente plus de 90 % de la consommation européenne de carton. Les sociétés-membres sont : Billerud-Korsnäs, Fiskaly, Folbb, Graphic Packaging International, Iggesund, Kartonsa, La Rochette Cartonboard, HM Group, MEL, Menck, Pankaboard, RDM, Stora Enso, Weg Karton et WestRock. Sans oublier trois maîtres : Bost, Heidelberg et Sappi Pro Carton.

Partenaire de l'Ecma (Association européenne des cartonniers), Pro Carton collabore également avec d'autres associations, telles que la Confédération des industries papeteries européennes (Cepi), la Fédération européenne des fabricants de carton ondulé (Fedco), la Fédération suisse des industries forestières (SFI), l'Alliance pour la brique carton et l'emballage (ACEB) et l'Alliance européenne de l'emballage en papier (Eppa).

rehausisme, bonne humeur et passion communicative pour le matériau papier-carton... Une heure de discussion à bâtons rompus avec Winfried Muehling permet de voyager dans le temps, de prendre le recul, de mettre en perspective les grands enjeux, aussi bien concurrentiels que structurels, de l'emballage papier-carton mais aussi de se projeter dans l'avenir. « Une des missions essentielles de Pro Carton vise à promouvoir l'utilisation du carton plat et du cartonnage en tant que supports d'emballage économiquement et écologiquement équilibrés, rappelle le nouveau D-g. Nous nous adressons à divers publics : propriétaires de marques, acteurs du commerce, designers, médias, décideurs politiques... ». Pro Carton met également en avant l'attractivité de l'emballage à base de fibres ainsi que ses utilisations innovantes et l'organisation de plusieurs concours (cf. encadré page suivante).

RECYCLAGE, CERTIFICATION FORESTIÈRE... : UNE FEUILLE DE ROUTE BIEN REMPLIE. En haut de l'agenda des sujets traités par Pro Carton, figure l'économie circulaire : « Le carton et le cartonnage sont renouvelables, biodégradables et parfaitement recyclables, souligne Winfried Muehling. Ils contiennent de consolider leur statut de matériaux respectueux de l'environnement et d'occuper une position de leaders dans le vote vert. l'économie circulaire. Cette circularité concerne chaque m² de carton produit et chaque balle plante livrée à nos clients ! Dans le cadre d'alliances intersectorielles, nous cherchons à perfectionner encore ce modèle. » Autre argument en faveur de ce matériau : la certification forestière. De fait, 90 % des fibres

de bois utilisées par l'industrie papetière européenne proviennent de forêts gérées durablement, sur le Vieux Continent et plus de 75 % du bois acheté sont issus de forêts certifiées. Entre 2005 et 2020, la surface forestière de l'Europe s'est en effet accrue de 58.390 km², ce qui représente 1.500 terrains de football supplémentaires chaque jour. L'industrie forestière européenne s'est aussi engagée à planter trois milliards d'arbres supplémentaires d'ici à 2030, ce qui ajoutera au reboisement prévu des zones agricoles. « Chaque arbre nouvellement planté contribue à séquestrer le carbone. Ce qui permet d'atténuer le changement climatique, de garantir la biodiversité et de constituer une source renouvelable de matières premières pour notre industrie. Par ailleurs, selon Eurostat, en Europe, le taux de recyclage des emballages en papier et carton atteint 84,2 %, soit le niveau le plus élevé des matériaux d'emballage ». Le D-g de Pro Carton souligne aussi que l'Alliance 4evergreen – qui favorise les synergies entre les entreprises qui assurent la promotion des emballages à base de fibres et "bas carbone" – a fixé l'objectif d'un taux de recyclage global des emballages de 90 % d'ici à 2030. Ce qui reflète l'ambition de cette industrie de placer la barre plus haut et d'améliorer encore les bases, de son modèle d'économie circulaire. S'ajoutent à l'évolution des tendances et des évolutions sont également favorables. Ainsi, plus de 65 % de l'énergie nécessaire utilisée par les producteurs de car-

l'Alliance 4evergreen a fixé à 90 %, d'ici à 2030, le taux de recyclage des emballages à base de fibres.

la papeterie 378 Avril-Mai 2022

## EARTH ISLAND

CARTONBOARD

THE ROAD TOWARDS CIRCULARITY

The world is in the grip of a climate crisis. While the issue is escalating at a pace far faster than anyone feared, humans are not powerless to tackle this threat and stem the tide. In fact, quite the opposite. While it will require transformations in all aspects of society, research is telling us that consumers are up for the challenge. Everyone, it seems are feeling the effects of this devastating situation and are ready to do something about it. In Great Britain in particular, three quarters (75%) of adults said they were worried about the impact of climate change, with those concerned most likely to make lifestyle changes in response.

One area where consumers feel they can make the most difference is in their purchasing habits. By paying more attention to the sustainability score of the products they buy and crucially, the materials they are packaged in, shoppers can effect vast change to the environment we live in. This requires buy-in across the whole supply chain. Everyone involved from the initial manufacturers right through to the retailers needs to ensure that they are putting sustainability at the forefront of the product development process, including when it comes to the packaging.

'BY PAYING MORE ATTENTION TO THE SUSTAINABILITY SCORE OF THE PRODUCTS THEY [CONSUMERS] BUY AND CRUCIALLY, THE MATERIALS THEY ARE PACKAGED IN, SHOPPERS CAN EFFECT VAST CHANGE TO THE ENVIRONMENT WE LIVE IN.'

One material that is perhaps the best known for its eco credentials, is cartonboard. Sourced from renewable wood materials, cartonboard actively contributes to the green transition by phasing out fossil based materials and their associated emissions. It is also

leading the packaging industry on the road towards circularity. We are living and breathing circularity with every square metre of cartonboard produced and with every carton delivered to customers.

CLOSING THE LOOP

Pro Carton has recently worked with the 4evergreen Alliance on a campaign to promote its new Circularity by Design® guideline. As a cross-industry alliance, 4evergreen aims to further optimise fibre based packaging circularity. It is the group's goal to contribute to a climate neutral society by helping brands perfect the circularity of the packaging used to protect their products. The guideline, which was released in March this year, is the culmination of research and analysis to provide packaging designers with clear recommendations on how best to create fibre based packaging that is designed for recycling from the outset.

Fibre based packaging is both a sustainable and 'circular' material – closing the loop on resources to keep them in use or reuse longer. In a recent study by TU Graz, it was proven that fibres can be recycled more than 25 times. With such resilience in the recycling process, the ability to reuse fibres all over again to produce new packaging and to reduce the use of virgin fibre material in the carton manufacturing process is extremely important.

The benefits afforded by cartonboard will help the overall supply chain to take crucial steps forward and transition to fibre based packaging, ensuring that consumers can purchase products with a clear conscience while helping the environment.

To find out more about the benefits of carton and cartonboard, head to: [www.procarton.com](http://www.procarton.com)







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# Looking Ahead 2022 Activities



# Contents driven PR Activities

- Establish Pro Carton as sounding board for media, end-users, retailers, designers, and Universities
- Consumer research across UK, Germany, Italy, France and Spain:
  - Refresh the Consumer Packaging Perceptions Study
  - Insights into attitudes to recycling
- Increased focus on creating high-value content for media across Europe spanning press releases, articles and commentaries
- Reduce paid advertising campaigns, further increase by-lined articles
- Strengthen Media contacts in all relevant countries
- FachPack 2022 – collaboration with LP to align media engagement







# TICCIT – Best Practice Examples

- Profile the companies and schools involved in the TICCIT programme, through case studies and video content for social media channels
- Raise awareness of the TICCIT programme through examples of best practice
- Link directly to national ECMA organizations
- Encourage participation and help new participants by setting the example of what can be achieved through great success stories across Europe





# Use Student Awards to portrait our Industry

- Elaborate use of database of relevant University and student media.
  - student magazines, newsletters, pod casts
  - Portrait interesting industry profiles
- Profile the 2022 Pro Carton Student Video Awards and Pro Carton Young Designer Awards winners through press releases and interviews
- Using the outreach to build awareness for the 2023 awards and future award campaigns
- Drive awareness of the cartonboard industry for attractive and modern career opportunities



# Increase Member Engagement

- Reach out to member marketing professionals to align on PR content and increase participation in joint PR campaigns
- Introduce monthly member profiles and short video interviews on social media channels on the Pro Carton website
- Call for information on member news
- Evaluate value of sharing member job vacancies on Pro Carton social channels
- Call for insights and quotes for future media opportunities
- Closely align PR activities with ECMA. Drive synergies.





# Carbon footprint study 2022

- We are working on an update of carbon footprint study
- All data collected from mills including pulp
- Also comprehensive data collected from converters
- Data processing by RISE started
- Study to be completed by October 2022

## The Carbon Footprint of Carton Packaging 2022

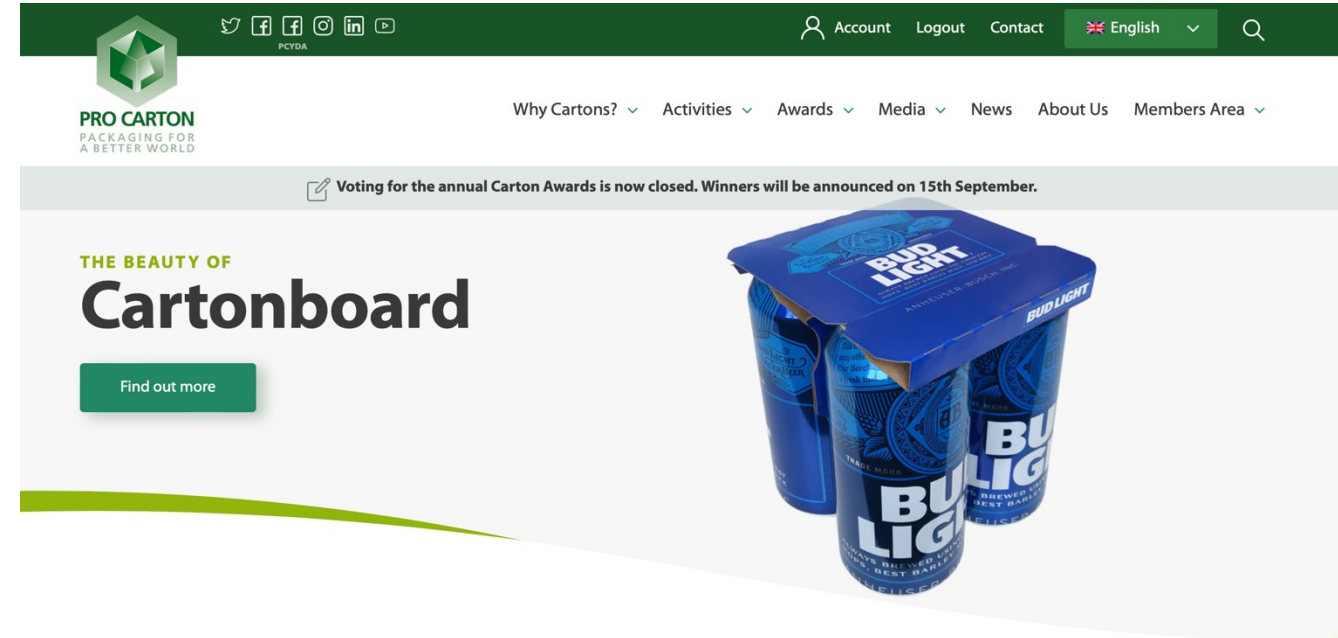


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**RI  
SE**  
RISE Bioeconomy





# New Pro Carton Website

- Go live in December 2021
- More than 16.000 visitors per month in May, June and August 2022
- More than 50.000 page views in May 2022

**European Association of Carton and Cartonboard manufacturers**

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.

**Nature's Answer**

The beauty of cartonboard is not only aesthetic. The real beauty is that it's truly sustainable. Renewable, recyclable and biodegradable.

<p><b>Pro Carton Fact File – Module 1</b> – Packaging and Society</p>	<p><b>Pro Carton Fact File – Module 2</b> – Cartons, Industry and the Environment</p>	<p><b>Pro Carton Fact File – Module 3</b> – Forests – The Raw Material for Cartonboard</p>	<p><b>Pro Carton Fact File – Module 4</b> – The Pulping Process</p>
<p><b>Pro Carton Fact File – Module 5</b> – Cartonboard</p>	<p><b>Pro Carton Fact File – Module 6</b> – Folding Cartons</p>	<p><b>Pro Carton Fact File – Module 7</b> – Recycling</p>	<p><b>Pro Carton Fact File – Module 8</b> – Folding Cartons Branding &amp; Marketing</p>

- New updated 8 modules „Fact Files“
- Joint activity with BPIF



# Relevant Video coverage



**EU Green Deal: Industry Round Table**



**Pro Carton's #CircularitybyDesign Guideline series – Sustainable Packaging News Conference**



**#CircularitybyDesign Guideline Series: Kiril Dimitrov, Packaging Expert, Nestlé**



**#CircularitybyDesign Guideline Series: Carsten Busshoff, MM Innovation/pacproject**



**#CircularitybyDesign Series: Tiina Pursula, SVP Sustainability, Packaging Materials, Stora Enso**



**#CircularitybyDesign Guideline Series: Mikko Rissanen, Director, Technology at UPM Specialty Papers**



**#CircularitybyDesign Guideline Series: Tytti Peltonen, Vice Present Corporate Affairs, Metsä Group**



**#CircularitybyDesign Guideline Series: Andrew Stack, Design & Strategy, MM Innovation/pacproject**



**#CircularitybyDesign Guideline Series: Jesus Aisa, Global R&D Sustainability Lead, Unilever**

- Focus on cross value chain participation
- Including brand-owners / end-users
- Partnership with media
  - Lebensmittel Praxis (Fachpack)
  - Packaging Europe (EU Green Deal Roundtable)
  - Sustainable Packaging News (Leading Circularity)
- Wider reach
- Full coverage in social media and print



# Active collaboration in Greensource

- Greensource is a social media campaign led by Cefpi, Pro Carton, EPIS, and ACE.
- The aim is to communicate about the benefits of the forest fibre-based industry.
- From pulp and paper to packaging, #Greensource promotes the reputation of the industry and showcases its positive contributions to society, in light with the priorities of the EU Green Deal.

19





# Excellent Collaboration shows results

- The campaign was successfully launched in 2020 and continued in 2021 & 2022
- Analytics show strong performance of the campaign
- Close coordination of activities between all members



142K  
impressions

5828  
engagements

01/01/21 – 31/03/22



6.2M  
potential  
reach

1.2K  
engagements

727  
mentions

01/01/21 – 23/06/22



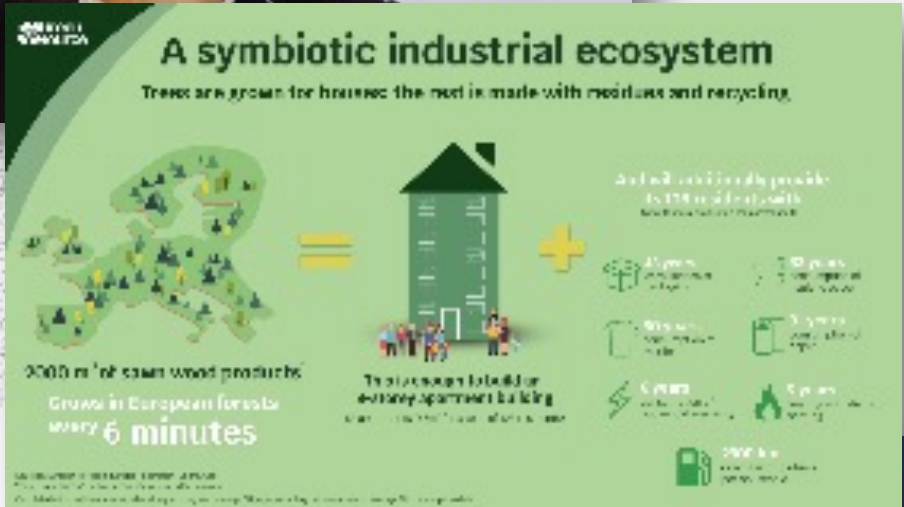
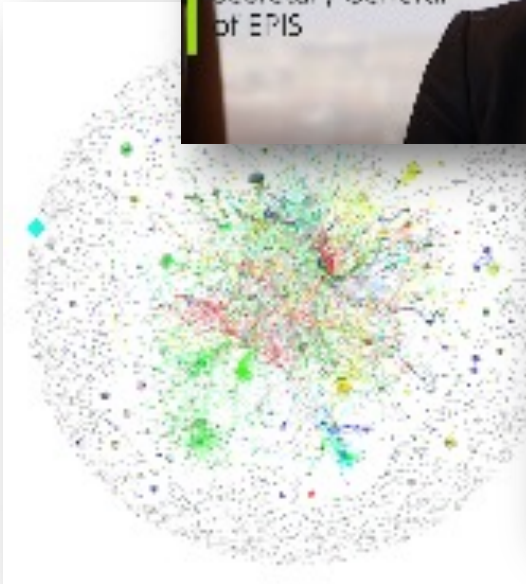
20

Most used hashtags in GreenSource tweets 01 Jan 2021- 23 June 2022



# WWW.EU.GREENSOURCE.ORG

- Infographics
- Supporting claims
- Facts & Figures
- Interviews



#Greensource  
Responsible production with a green conscience

Europe's forest industry is used for 100% wood in the paper and pulp sector. For the European economy, it has 8500 units including large-scale sawmills and pulp mills, keeping growing, processing 100% and protected regions.

Forest & Biodiversity	Responsible Industry	Circularity	Forest Fibre products
Preserving our planet's resources. Our forests are managed sustainably to ensure the best growth and sustainable management of forests for the future.	Decarbonising Our industry has a low carbon footprint and a high level of energy efficiency, which is essential for our economic growth.	Recyclable & renewable: Our products are made from 100% recycled wood and are 100% renewable.	A forest-free world. Our products are made from 100% recycled wood and are 100% renewable.





Halle 9, Stand 9-345

# Fachpack Sep 27 – 29<sup>th</sup>



- „Carton – True Sustainability“
- „Die Faltschachtel – Gelebte Nachhaltigkeit“
- Joint booth together with FFI
- One hour Pack-Box
  - Dr. Rene Eckhart, TU Graz
  - 25 recycling loops
- Press Release, 5 languages, Great media pick-up
- Presentation of Award winners
- Media cooperation with „Lebensmittel Praxis“
  - 16 pages special edition

Quelle: © Pro Carton 2022

## Umdenken

Verpackungen im Wandel der Zeit

**KARTON IST DIE VERPACKUNG DER ZUKUNFT**

Studie der TU Graz: Verpackungslösungen, die über 25 Kreisläufe hinaus recycelt werden können.

Sonderdruck Special Verpackung der Lebensmittel Praxis 10/2022

## Nachhaltig bleibt weiter notwendig

**Inhalt**

- 4 Trotz Inflation gelten die Verbraucher bei nachhaltigen Produkten und Verpackungen weiter zu
- 7 Die Verantwortung für die Kunden der Faltschachtelindustrie ist gewachsen
- 8 Trotz Inflation, steigender Pro-Carton- und Anstieg Hektoliter-Preise, ist Karton weiterhin ein wichtiger Bestandteil der Lebensmittel-Produktion
- 10 Die Verantwortung für die Kunden der Faltschachtelindustrie ist gewachsen
- 12 Der Wald in Europa ist nachhaltig bewirtschaftet
- 13 Studie Faltschachteln als ein wichtiger Kreislauf
- 14 Ausgewählte Die Preisträger des European Excellence Awards 2022

Impressum: Herausgeber: Pro Carton, Zürich, VFF (Verband Faltschachtelhersteller e.V.) Frankfurt, politische Beratung: Ulrich Fulbach (PR, Berater EPD), Frankfurt, Verlag: LFP GmbH, Neuwied





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## **Pro Carton Annual General Meeting 2022**

**Financial situation as of 31<sup>st</sup> December 2021. Approval of accounts**



**Financial Slides: please contact Winnie under  
muehling@procarton.com**





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## **Pro Carton Annual General Meeting 2022**

**Granting of membership**



# Membership

- FOLBB (former MM Group) and La Rochette Cartonboard (former RDM Group) formally applied to become stand alone members under new ownership structure
- Following the suspension of their Pro Carton membership as per the beginning of 2020, Buchmann Karton resumed membership in April 2022
- The aforementioned companies fulfil the conditions for membership according to Article 4, clause a) of the Articles of Association
- The following members and patron have resigned:
  - Smurfit Kappa Hoya (group directive)
  - Baden Board GmbH (liquidation)
  - IPG – International Packaging Group, Association (membership with limited relevance to IPG's non-European members)



# Vote: Granting of Membership



Approval of mill membership  
of **FOLBB**:

- In favour
- Against
- Abstention



Approval of mill membership  
of **La Rochette Cartonboard**:

- In favour
- Against
- Abstention



Approval of mill membership  
resumption by **Buchmann Karton**:

- In favour
- Against
- Abstention





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**Pro Carton Annual General Meeting 2022**  
**2023 Budget proposal and membership rates**



**Financial Slides: please contact Winnie under  
muehling@procarton.com**





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**Pro Carton Annual General Meeting 2022**  
**By-elections**



# By-Elections

- Horst Bittermann steps down as a member of the Steering Group and as President of Pro Carton as of today. Furthermore, Rikard Papp of Holmen Iggesund tendered his resignation as a member of the Pro Carton Steering Group with written notice on 2<sup>nd</sup> May 2022
- The Steering Group of Pro Carton therefore suggests the following two persons to be elected as new members of the Steering Group:
  - **Andreas Boo** of Holmen Iggesund,
  - **Thomas Kratochwill** of MM Board & Paper.
- Furthermore, the Steering Group suggests to appoint the following current member of the Steering Group as its Chairman and President of Pro Carton:
  - **Michele Bianchi** of RDM Group.
- The term of office of the replacing members and president of the Steering Group expires at the same time as the term of the replaced members, i.e. at next year's AGM.



# Vote:

## By-Elections

- Appointment of **Andreas Boo** as new member of the Steering Group (term expiring at next year's AGM):
  - In favour
  - Against
  - Abstention
- Appointment of **Thomas Kratochwill** as new member of the Steering Group (term expiring at next year's AGM):
  - In favour
  - Against
  - Abstention
- Appointment of **Michele Bianchi** as chairman of the Steering Group and president of Pro Carton (term expiring at next year's AGM):
  - In favour
  - Against
  - Abstention



# New Steering Group composition

## Members of the Steering Group:

- Michele Bianchi [Chairman & President of Pro Carton](#) (and CEPI Cartonboard), representative of recovered fibre mills
- Maarten Florizoone Vice-President
- Olaf Starken Representative of virgin fibre mills
- [Andreas Boo \(new\)](#) [Representative of virgin fibre mills](#)
- [Tom Kratochwill \(new\)](#) [Representative of recovered and virgin fibre mills](#)
- Jean-François Roche Representative from ECMA





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## **Pro Carton Annual General Meeting 2022**

**Election of auditor**





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## **Pro Carton Annual General Meeting 2022**

**Any other business?**





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## **Pro Carton Annual General Meeting 2022**

**Chairman's concluding remarks and closure of the meeting**