



Storm Communications
T: +44 20 7240 2444
E: procarton@stormcom.co.uk

Press Release, 11 October 2022

CHANGES IN PRO CARTON AND CEPI CARTONBOARD MANAGEMENT

Pro Carton is pleased to announce Michele Bianchi (CEO of RDM Group) as the new President of Pro Carton. The appointment was recently confirmed at the Annual General Meeting in Krakow, Poland.

Mr. Bianchi will follow Horst Bittermann who stepped down from his position after four years in office. Horst Bittermann will head a consultation and reorganization process and hold the position of Director General for Pro Carton. Winfried Mühling will continue to serve Pro Carton in the role of Marketing & Communication Director.



MICHELE BIANCHI – RDM GROUP CEO and President of Pro Carton and Cepi Cartonboard



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In Krakow, members of both industry associations CEPI Cartonboard and Pro Carton have expressed their intention to explore the possibility to join into one strong association under the name Pro Carton. The main objective is to move closer together for more effectiveness, efficiency and voice of representation through new specific work streams, Marketing & Communications and Public Affairs. The consultation process with the responsible resource, the Director General, has already started and should be completed in 2023.

The new organization will allow a stronger alignment of activities, drive synergies, strengthen the voice of the industry and enforce stronger member engagement.

Michele Bianchi, President of Pro Carton and Cepi Cartonboard: “We are convinced that the new organisation will be the right platform for the future of the European cartonboard and folding carton industry. With stronger member engagement, cooperation across industry borders, and closer collaboration with ECMA, we are confident our union will support the sustainable growth of our industry.”

MICHELE BIANCHI – RDM GROUP CEO and President of Pro Carton and Cepi Cartonboard

Since 2016 CEO of RDM Group, the leading producer in the recycled cartonboard business and the largest producer in Italy, France, The Netherlands and in the Iberian Peninsula.

After completing his Paper and Technology Studies and a Master’s Degree in Chemical Engineering from Pisa University, Mr Bianchi started his professional career in the packaging sector in Svenska Cellulosa Aktiebolaget-SCA, acquired in 2012 by DS Smith, a leading provider of corrugated packaging. He spent 15



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years in several senior management positions, including eight years of international experience, prior to joining RDM Group.

Today Mr Bianchi has a rooted and valuable knowledge of packaging sector dynamics and trends, and he has developed extensive skills in the management of complex organizations.

HORST BITTERMANN - Director General of Pro Carton



HORST BITTERMANN - Director General of Pro Carton

Since September 2022, Horst Bittermann has been Director General of Pro Carton the European Association of Carton and Cartonboard manufacturers.

Mr. Bittermann, master of business administration and socio-ecological economics, has years of experience in the packaging industry as Director of marketing & communications and sales at MM Group. He previously worked in the retail industry in different senior sales, marketing, project and HR roles.

Mr. Bittermann has extensive expertise in the packaging industry and its drivers, as well as in-depth knowledge of marketing, communications, sustainability, innovation, sales and stakeholder management, including acquisition and integration.



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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
or Horst Bittermann, Director General, Pro Carton +43 664 852 74 58 or bittermann@procarton.com

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:



PRO CARTON
PACKAGING FOR
A BETTER WORLD

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