

Andreas Birmoser appointed President of Pro Carton

25 June 2026: [Pro Carton](#), the European Association of Carton and Cartonboard manufacturers, has appointed Andreas Birmoser, Executive Vice President, Cartonboard at Stora Enso, as its new President.

Birmoser succeeds Michele Bianchi, CEO of RDM Group, who has served as President for the past four years. During this time, Pro Carton navigated a period of significant change, including the integration of another cartonboard association and evolving into a 360° industry body. This came as policymakers and businesses prepared for the EU's Packaging and Packaging Waste Regulation (PPWR).

With more than 20 years' experience in the forest and cartonboard industry, Birmoser brings extensive international leadership spanning strategy, commercial development and operational management. In his current role as Executive Vice President, Cartonboard at Stora Enso, he is responsible for the company's global cartonboard business. Throughout his career, he has held senior leadership positions across Europe and South America, including CEO of Veracel Celulose, and has played a key role in driving business transformation and sustainable growth.

Commenting on his appointment, Andreas Birmoser said: "It is a real honour to take on the role of President of Pro Carton, especially at such an important moment for our industry. As businesses navigate economic uncertainty, evolving regulation and changing market expectations, no company can succeed in isolation.

"Pro Carton has a vital role to play in bringing our industry together, strengthening our collective voice and ensuring we are a trusted partner for policymakers and stakeholders across Europe. I look forward to working closely with our members to support sustainable progress and continue building a strong future for the folding carton and cartonboard industry."

Horst Bittermann, Director General of Pro Carton, said: "We are delighted to welcome Andreas as President of Pro Carton. Having served on the Pro Carton Board since 2023, he brings a deep understanding of both our association and the challenges and opportunities facing the European cartonboard industry.

"His strategic leadership and collaborative approach make him well placed to guide Pro Carton through the next phase of its development. We look forward to working together to



Pro Carton Press Office
Storm Communications
T: 0 (+44) 20 7240 2444
E: ProCarton@stormcom.co.uk

strengthen our industry's voice, support our members and promote the value of fibre-based packaging across Europe."

As President, Birmoser will work alongside the Pro Carton Board to strengthen collaboration across the value chain. They will continue to champion fibre-based packaging and ensure Pro Carton remains a trusted voice in shaping science- and fact-based policies that support competitiveness and sustainability.

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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 X: https://x.com/pro_carton

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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

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 used in packaging to make cartons for everyday products, such as breakfast cereals, frozen foods, luxury fragrances and pharmaceuticals.