

PRESS RELEASE EUROPEAN PAPER PACKAGING ALLIANCE

European Paper Packaging Alliance: New food and foodservice packaging association promotes food safety, circular solutions and lower carbon emissions, and calls for evidence-based policy making

Leading manufacturers of paper and fibre-based food and foodservice packaging met in Munich to launch the European Paper Packaging Alliance (EPPA), co-founded by Huhtamaki and Seda International. EPPA aims to find concrete solutions to increase recycling and to reduce carbon emissions of food and foodservice packaging without compromising food safety and human health protection. EPPA will also work with European policymakers to support these common priorities.

- Paper is a natural and renewable material and it is derived from sustainably managed forests that play an important role in mitigating climate change by absorbing carbon from the atmosphere through reforestation.
- Paper and fibre-based food packaging are recyclable and are recycled. EPPA will promote recycling practices to increase recycling rates even further.
- Paper-based packaging contribute to reducing food waste, guarantee food safety and protect the health and safety of consumers.

The Alliance's first President, Antonio D'Amato (President, Seda International Packaging Group) called on European policymakers to commit to evidence-based solutions to achieve shared objectives: "Europe and the wider world face many challenges ranging from climate change and resource scarcity to countering bacterial and viral infections. Already in the early 20th century for example the paper cup was especially developed to avoid in public transport and in hospitals the hazards and health concerns of shared and re-used glasses and dippers. Sustainably sourced and manufactured paper and fibre-based foodservice packaging can deliver solutions that protect the health and safety of consumers, the vitality of our environment and the viability of a circular economy. We look forward to working with policymakers to deliver solutions to these common objectives and call upon them to recommit to evidence-based policy making and working in partnership with business."

EPPA Deputy President, Eric Le Lay (President, Huhtamaki Foodservice Europe-Asia-Oceania) emphasised the importance of partnership and collaboration: "EPPA represents both suppliers of renewable and sustainably produced raw materials and manufacturers of foodservice packaging. Our objective is to build partnerships with organisations who share our focus on developing and delivering practical solutions. EPPA members are committed to helping foodservice operators deliver the best consumer experience in the spirit of food safety, low carbon, and a circular economy. We look forward to welcoming new members who share our vision."

The founding members of the European Paper Packaging Alliance are: Seda International Packaging Group; Huhtamaki; AR Packaging; Smith Anderson; Schisler Packaging Solutions; Stora Enso; Metsä Board; Mayr-Melnhof Karton; WestRock; Iggesund/Holmen and Paper Machinery Corporation.

The association has its seat in The Hague, Netherlands at the offices of Lejeune Association Management. Managing Director will be Hans van Schaik

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