

# INTRODUCTION FEFCO

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**Transport  
Safety**



# More than just a pretty wrapping: the essential role of packaging for spirits

*#SpiritOfSustainability*

## TRANSPORT PACKAGING IN THE FRAME OF THE PPWD REVIEW

KRASSIMIRA KAZASHKA - Technical Director at FEFCO - The European Federation of Corrugated Board Manufacturers



# FEFCO = corrugated cardboard packaging



# FEFCO

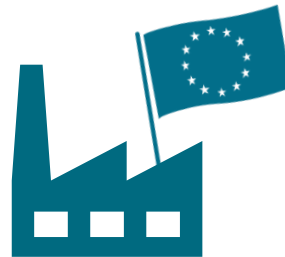
facts and figures



**Production:**  
48 billion m<sup>2</sup>



100.000  
**employees**

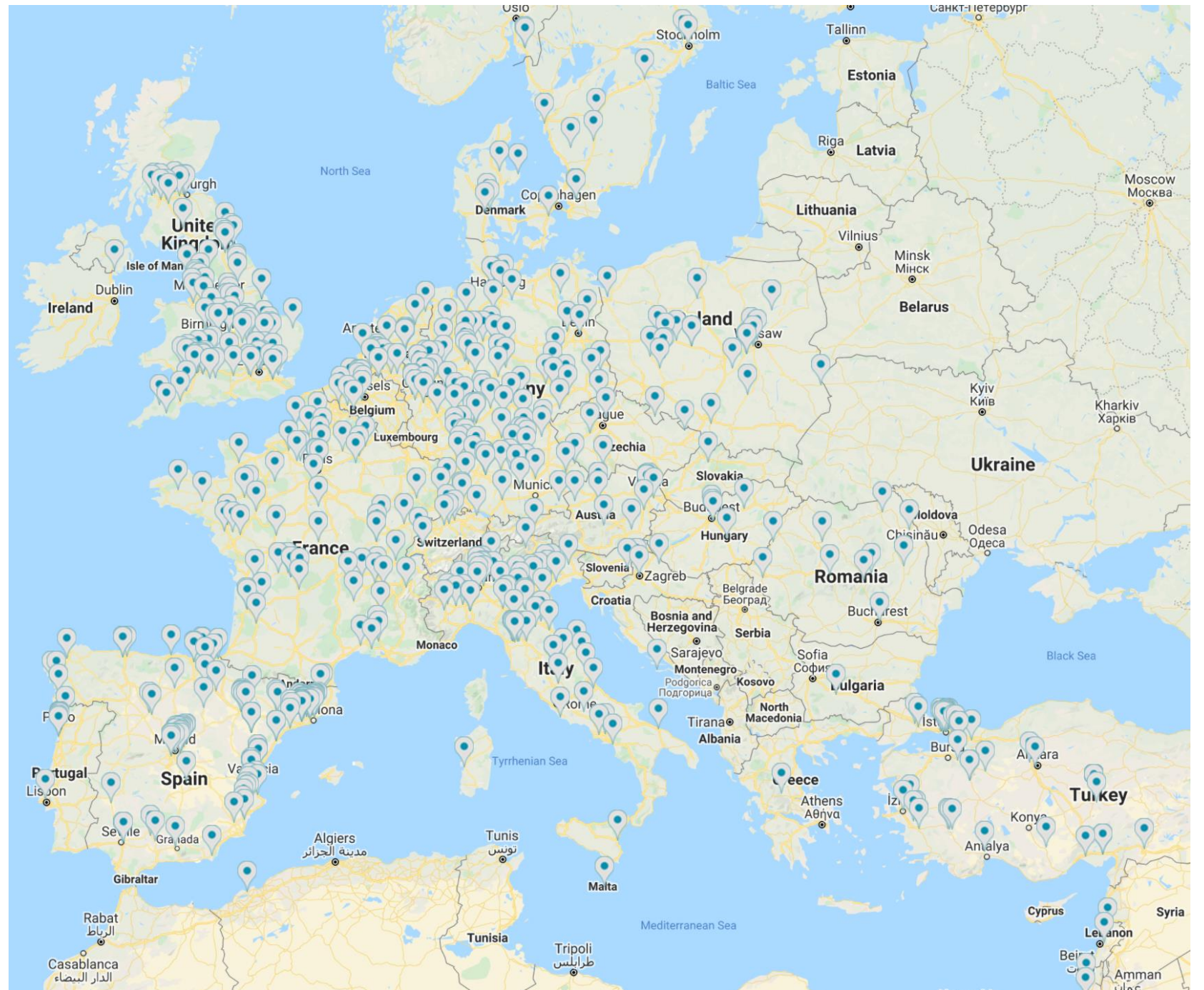


700 **plants**



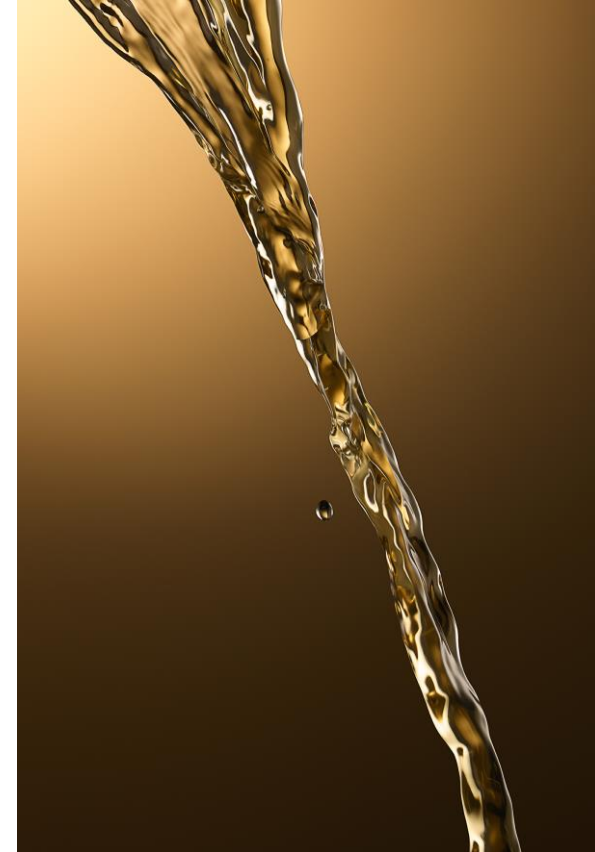
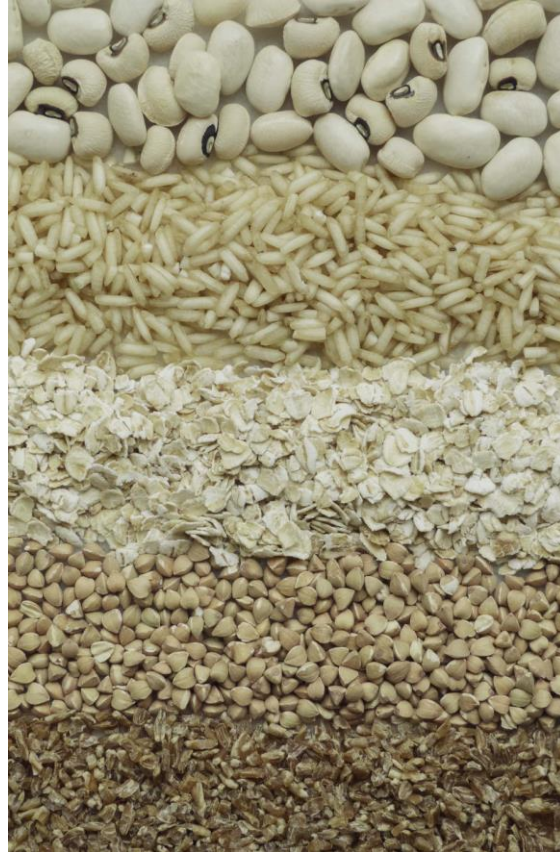
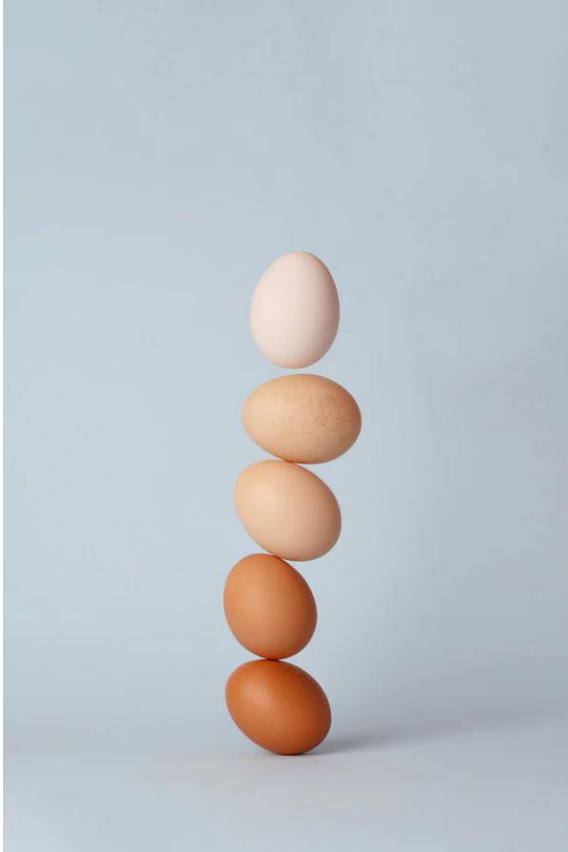
**Protects**  
75% of goods  
**in Europe**

# MEMBER PLANTS LOCATION



We need packaging!

# A world without packaging ....



# Essential role of packaging

PROTECT



PRESERVE



PROMOTE



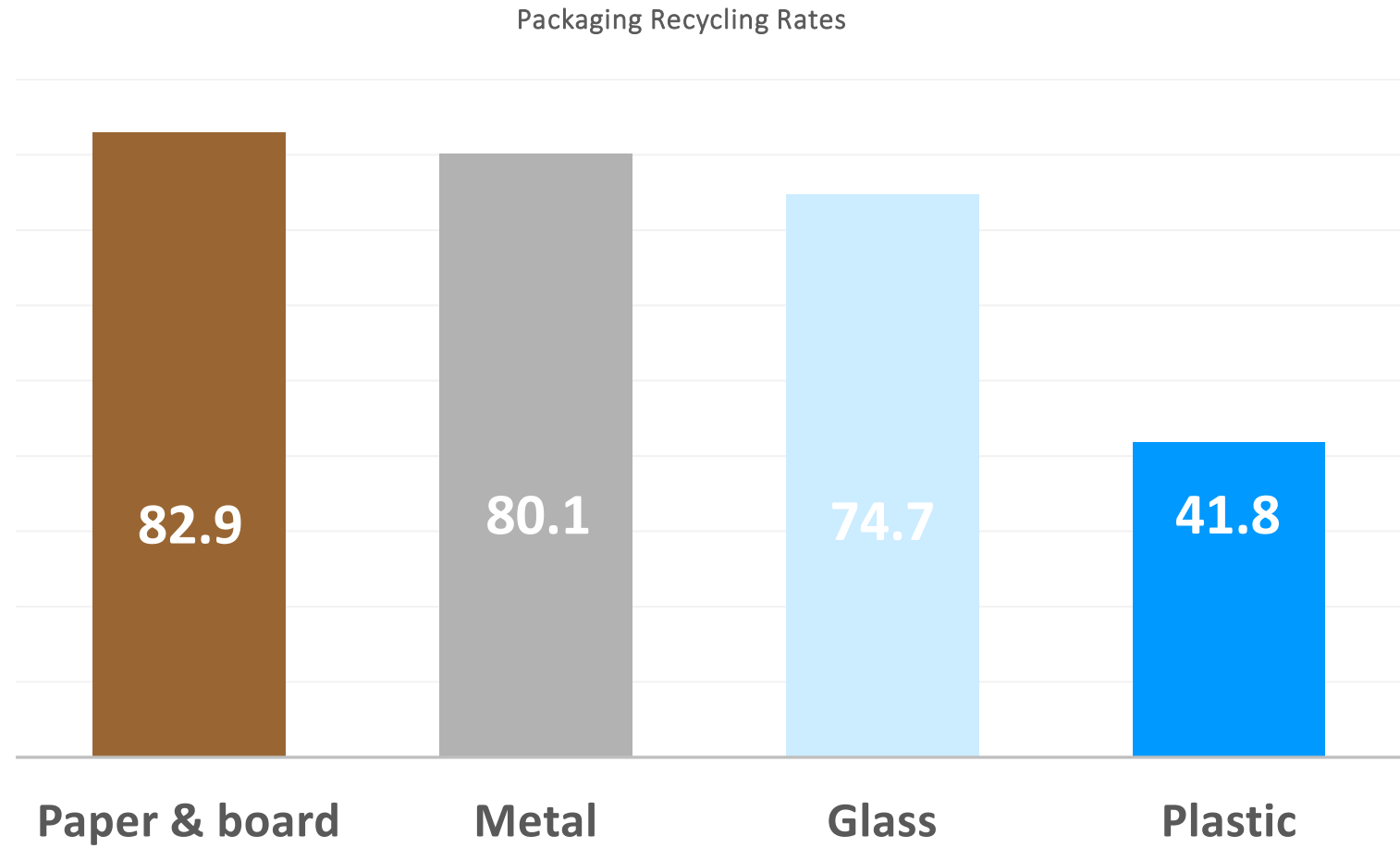
We need packaging that is reused or recycled  
and do not exhaust natural resources!

# Corrugated cardboard = circular by nature!



# 2018 Packaging recycling rate

Paper & board is the **most recycled** packaging material in Europe!



Corrugated is  
recyclable and  
recycled in reality!



**Did you  
know?**

# Corrugated uses recycled content!

Over the last **20 YEARS** the amount of **recycled material** found in **corrugated carboard** has steadily risen from

**73%** 

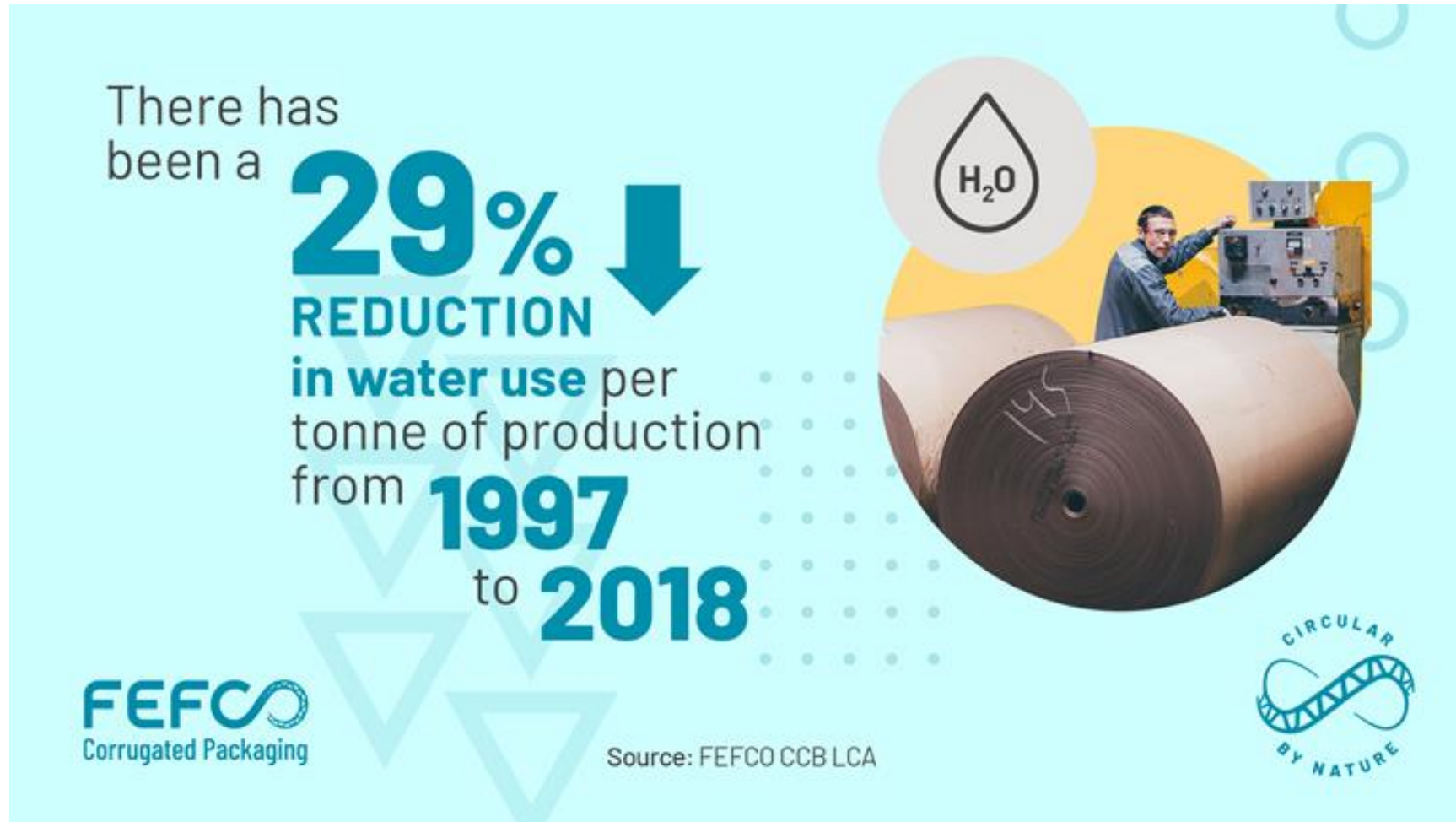
in **1996** to **89% TODAY**



Source: FEFCO CCB LCA



# Corrugated protects natural resources!



# Corrugated contributes to climate neutrality!

There has been a **40%↓** **REDUCTION** in carbon footprint emissions per tonne NSP\* between **1997** and **2018**



\*NSP: Net Saleable Product

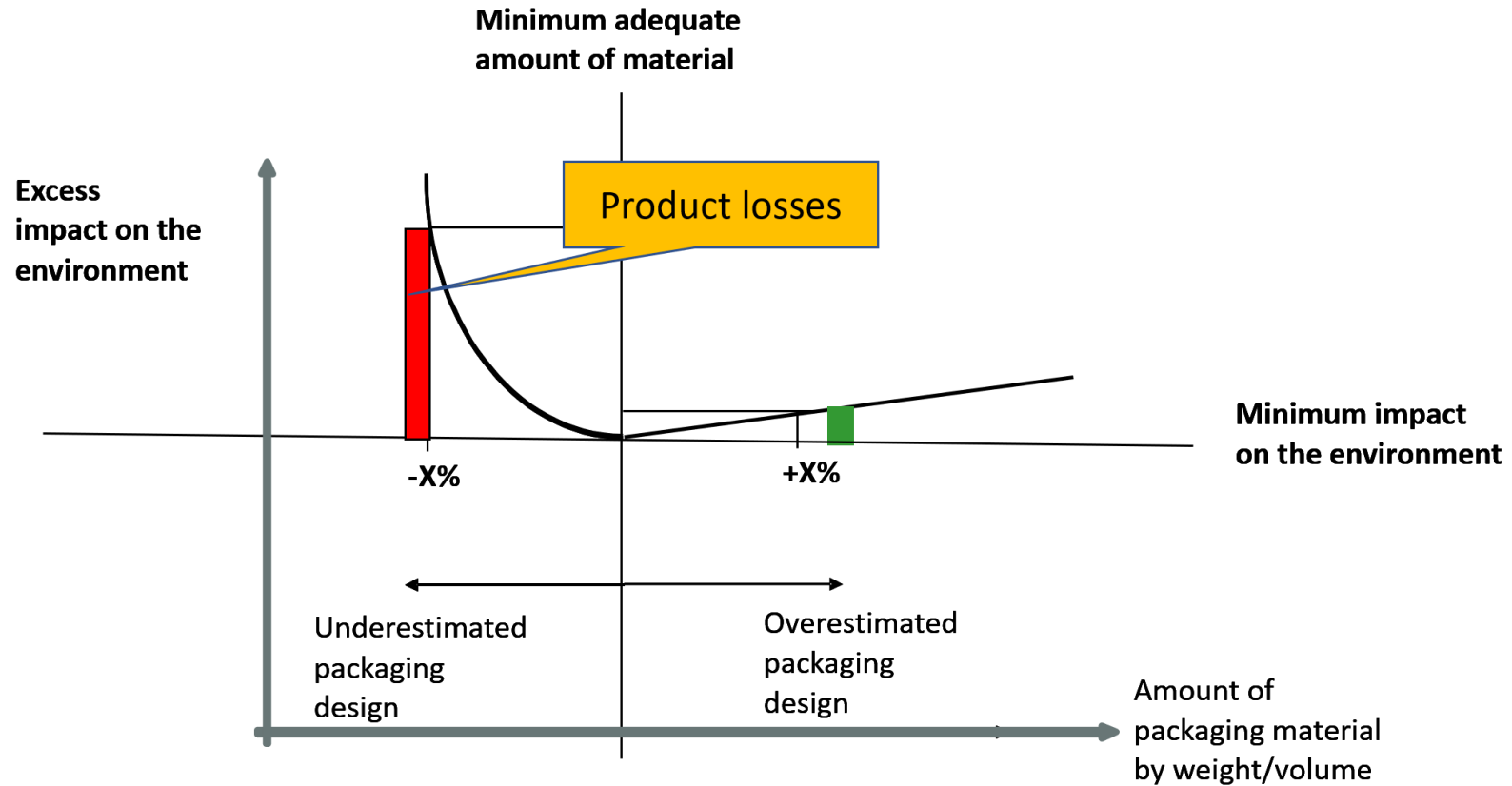
# Challenges and opportunities from PPWD review with a focus on Transport packaging

Reuse, reuse, reuse .....



Hygiene,  
safety,  
environmental  
impact?

# ~~Overpackaging: 40 % void space~~ "Fit for purpose"



# PAPER-BASED PACKAGING RECYCLABILITY GUIDELINES

“How to specify and design paper-based packaging in a way to ensure high quality recycling by the paper industry”

# Unit weight reduction

In France  
between

**1996**  
and **2018**

there was a

**16% ↓**  
**REDUCTION**  
in the weight  
of cardboard\*



\*EU average: 9%



Quality,  
logistic,  
safety?

Corrugated  
cardboard is

