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## Media release

Brussels, 25 November 2019

### **Sappi joins Cefi in the 4evergreen alliance to boost the contribution of fibre-based packaging in a circular economy**

Cefi, the European association representing the paper industry, has announced a new alliance called 4evergreen. The aim of the alliance is to boost the contribution of fibre-based packaging in a circular and sustainable economy that minimises climate and environmental impact. The alliance will increase awareness about the benefits of fibre-based packaging materials, advocate for EU legislation supporting product design for recyclability and call for the development of optimised collection systems and appropriate recycling infrastructures.

The rise of environmental awareness and consumer concerns, as well as the increase of packaging focused regulation, such as the Single Use Plastics Directive, have helped companies to accelerate the development of alternative packaging materials including fibre-based packaging with a view to helping consumers make more climate-friendly choices.

4evergreen was created as a forum to engage and connect industry members from across the fibre-based packaging value chain, from paper and board producers to packaging converters, brand-owners and retailers, technology and material suppliers, waste sorters and collectors.

“The 4evergreen alliance is important because it was born from an initiative of consumer product industry leaders who recognize the huge potential of fibre-based packaging in a circular economy” said Susanne Oste, VP Innovation and Sustainability at Sappi. “Their



customers want sustainable packaging and fibre-based products provide the most climate-friendly solution available. Sappi is proud to play a part in this industry alliance. We have been investing heavily for more than 10 years in cutting edge research into real solutions for the problems that confront our customers. A recent success is the launch of the only fully recyclable confectionary wrapper on the market today.”

#### **About Sappi**

Sappi is a leading global provider of sustainable woodfibre products and solutions, in the fields of dissolving wood pulp, printing papers, packaging and speciality papers, casting and release papers, biomaterials and bio-energy. As a company that relies on renewable natural resources, sustainability is at our core. Sappi European mills hold chain of custody certifications under the Forest Stewardship Council® (FSC®) and/or the Programme for the Endorsement of Forest Certification™ (PEFC™) systems. Our papers are produced in mills accredited with ISO 9001, ISO 14001, ISO 50 001 and OHSAS 18001 certification. We have EMAS registration at 8 of our 10 mills in Europe.

Sappi Europe SA is a division of Sappi Limited (JSE), headquartered in Johannesburg, South Africa, with 12,500 employees and 18 production facilities on three continents in nine countries, 37 sales offices globally, and customers in over 150 countries around the world. Learn more about Sappi at [www.sappi.com](http://www.sappi.com).

