

Corrugated Industry Sponsors 'Brand Experience'



Bob McLellan, Chair of CPI's Corrugated Sector, presents the 'Brand Experience' award to Slice PR.

For the first time ever, the corrugated packaging industry has sponsored the Brand Experience award at The Grocer's 'Grocery Advertising and Marketing Industry Awards' (Gramia) event held in early October. The award winner was the Becks Fusion campaign created by Slice PR.

The sponsorship move, under the 'Corrugated Recycles' theme promoted by the Confederation of Paper Industries (CPI), reflects the rapidly changing role of corrugated packaging in the retail industry. In the last few years, retail ready packaging has transformed retailers' supply chains and presented brand managers with new opportunities to boost the impact of their brands at point of sale.

In recent years, the corrugated industry has experienced a period of rapid technological progress so that it is now possible to construct cost-effective, complex and beautifully printed boxes that both protect and display products. In fact, the transformation has been so great and so fast that it is possible many brand managers and designers may not be aware of all the implications for their packaging strategies.

As Andrew Barnetson, Corrugated Sector Manager of CPI, explained: "Corrugated packaging is increasingly being seen as the first choice for supply and on-shelf display of brands to retailers because it combines perfect functionality with high quality aesthetics and the strongest possible

environmental credentials. We hope the design community will keep itself fully up to date with all the fantastic possibilities that corrugated can offer for enhancing consumers' experience of the brand."

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Further information on the GRAMIA Awards can be found on the GRAMIA website, at: <http://www.gramia.co.uk>

For further information on the UK Paper Industries, please contact Catherine Waterfield, External Affairs Coordinator, on 01793 889612 or email cwaterfield@paper.org.uk.

Notes to Editors

- CPI is the voice of the paper industry in the UK, representing papermakers, tissue manufacturers, corrugated packaging producers, and recovered paper merchants.
- In 2005, 84% of all corrugated cardboard boxes were recycled, giving the corrugated industry the best UK recycling rate of all packaging materials.
- This impressive recycling rate saves an area of board the size of Greater London from landfill every four months.
- For additional information on the UK paper industry, in the first instance, please contact Catherine Waterfield, External Affairs Coordinator, on 01793 889612 or email cwaterfield@paper.org.uk. Alternatively, please visit: <http://www.paper.org.uk>.