It is with great satisfaction that we communicate that the
ABPO, Brazilian Corrugated Cardboard Association, a non-profit
class that since 1974 represents the Corrugated Cardboard industry
in Brazil expands its scope of operation and appears renewed as
Empapel, Brazilian Paper Packaging Association.

The new association has been created at the end of a challenging
year, 2020 – which will forever be marked not only by the Covid-19
pandemic, but by profound transformations in the ways of
consuming. It was also a year that, even in the face of an
unprecedented crisis, the resilience of the sector remained present
and still brought record production and sales.

In this context, we have the important mission of working the full
potential of the insum in a new scenario where consumers are
increasingly aware and committed to the circular economy, a
concept that promotes new ways of producing and consuming that
generate resources in the long run.

The proposal to represent the packaging segment of paper and
corrugated cardboard comes in the direction of a more strategic
performance for the segment. The entity's main mission is to be
recognized as an association that transforms the environmental
differential of paper packaging.

Another focus of our work is the valorization of paper packaging and
all the sustainable advantages that they aggregate, with campaigns
and communication actions with this objective. Our goal is to grow
3% in the next 5 years.

Empapel, the Brazilian Paper Packaging Association, wants to
promote a market expansion and business opportunities for its
associates, in addition to increasing the role of packaging solutions.

There's a lot of work ahead of Empapel. As a starting point, the new
entity follows the sector closely, with analytical bulletins, organizing
courses with the objective of professional improvement of the
segment and participating in online events. In this way it is possible
to identify the needs of the market and different investment and
business opportunities.

We were very excited to have you on board with us in this endeavor
for the purpose of packing our plans in 2021.

Gabriella Michelucci and Eduardo Brasil

President and Executive Director Empapel - Brazilian Paper
Packaging Association