

São Paulo, Brazil

April 26th, 2021

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

