

**Brussels, 12 March 2013 > FEFCO - Starring...Mr Corrugated!**

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As part of its recently launched advertising campaign promoting the benefits of corrugated packaging, FEFCO, the umbrella organisation of the European Corrugated Board Industry, has released a film featuring brand ambassador and star of the campaign, Mr. Corrugated.

Focusing on key benefits including the industry standard of the “five easies”, Mr Corrugated highlights how corrugated packaging answers the fundamental needs of the majority of stakeholders across the supply chain: it’s easy to identify, easy to open, easy to get on shelf, easy to access and easy to flatten and recycle.

At the end of the film, stakeholders are encouraged to visit the ‘Corrugated of Course’ website ([www.corrugated-ofcourse.eu](http://www.corrugated-ofcourse.eu)), further establishing it as an essential resource which brings together the latest news and stories to highlight how corrugated can bring value in all areas of the supply chain.

Ben Blydenstein, Marketing and Environment Director at FEFCO, comments:

“Mr. Corrugated focuses attention on the many benefits of corrugated packaging and raises the profile of the ‘Corrugated of Course’ website as an in-depth and easily accessible resource.”

Check out [www.mrcorrugated-film.eu](http://www.mrcorrugated-film.eu) to view the film.

For additional information, please contact:

Ben Blydenstein, Market and Environment Director at:  
[ben.blydenstein@fefco.org](mailto:ben.blydenstein@fefco.org) – Phone: +32 2 626 98 39.

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**Note to the editors**

FEFCO (European Federation of Corrugated Board Manufacturers) was established in 1952 and represents the interests of the European Corrugated Board Manufacturers. Headquartered in Brussels, FEFCO has 24 active members, all European national corrugated packaging organisations. The role of the Federation is to investigate economic, financial, technical and marketing issues of interest to the corrugated packaging Industry, to analyse all factors which may influence the industry, and to promote and develop its image.