

For immediate release

Standardized corrugated packaging ensures greater efficiency in retail logistics

Brussels 23 March 2009 - A new Europe-wide standard for corrugated packaging guarantees safe stacking of boxes from different producers and countries of origin and therefore makes logistics along the entire retail supply chain more efficient. The standard, the so-called Common Footprint (CF), has been presented by the European Federation of Corrugated Board Manufacturers (FEFCO) in February 2009 at Fruit Logistica in Berlin.

The FEFCO Common Footprint defines strict technical specifications for corrugated packaging. These consist of fixed measurements for the outside dimensions and for interlocking tabs and matching receptacles at the short sides. Identical outside dimensions make sure that all corrugated packaging is compatible with euro-pallets. Tabs and receptacles give added stability so that packaging can be stacked securely. The height of the packaging remains flexible and can be chosen to suit the products that are transported. This way, best use of pallet height can be made both in lorries and in distribution centres. In terms of space efficiency, corrugated packaging outperforms packaging with fixed height, as a study commissioned by the Confederation of Paper Industries (CPI) has shown in 2007: Space utilisation of corrugated packaging is 91 to 98 % in contrast to 66 to 81.5 % with plastics.

Paul Brown, chairman of the FEFCO S3 Corrugated Packaging Initiative, points out: "The Common Footprint is a milestone in logistics. It saves the retailers money and our environment benefits from it: optimal use of space, fewer necessary transports, less used road fuel."

Packaging that adheres to the FEFCO Common Footprint can be easily identified by the Common Footprint stamp (CF stamp) on the sides of the boxes. The CF stamp is available for download on www.fefco.org for manufacturers who produce boxes according to the FEFCO specifications.

Contact:

For additional information, please contact:

Gudrun Klopfer, Retail Packaging Director at gudrun.klopfer@fefco.org - Phone +32 2 626 98 39 – or

Nathalie Schneegans, Communications Director at nathalie.schneegans@fefco.org – Phone: +32 2 6500832.

Note to the editors

FEFCO (European Federation of Corrugated Board Manufacturers) was established in 1952 and is the umbrella organisation of the European Corrugated Board Industry. Headquartered in Brussels, FEFCO has 24 active Members, all European national corrugated packaging associations.