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Cepi ContainerBoard rebrands as Containerboard Europe, launches revamped website

Brussels, June 23 - The European containerboard industry's leading association, formerly known as Cepi ContainerBoard, has officially rebranded as **Containerboard Europe**. This strategic transformation reflects the organization's evolving role in representing and bringing together Europe's containerboard producers to drive industry progress.

Alongside the rebranding, **Containerboard Europe has unveiled a newly revamped website**, offering an enhanced user experience and a more intuitive platform for members and stakeholders. The new website will also serve as a comprehensive resource hub, providing up-to-date information on market data, sustainability initiatives, technical matters and other developments affecting the containerboard industry.

Key features of the revamped website include:

- **A modernized design**
- **Enhanced industry insights**
- **A dedicated members' portal**

"This rebrand marks a new chapter for our association," said Paul van Bezouw, Managing Director, Containerboard Europe. "With a fresh identity and an enhanced digital presence, we are better positioned to support our members and to engage and collaborate more effectively with the broader industry ecosystem."

The transition to Containerboard Europe reflects the association's commitment to supporting and promoting circular economy principles, innovation, and the ongoing development of a resilient, thriving, and sustainable European packaging industry.

Visit the new website at containerboardeurope.org to explore the latest industry developments and initiatives.

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