

THE CLUB'S GUIDING PRINCIPLES

The activities of the Club are:

Participation

to projects, conventions, and other initiatives on sustainable packaging issues.

Involvement


of market players, dissemination of ideas, and valorization of diversities.


Development


of cooperation among market players to achieve broad and shared responsibility

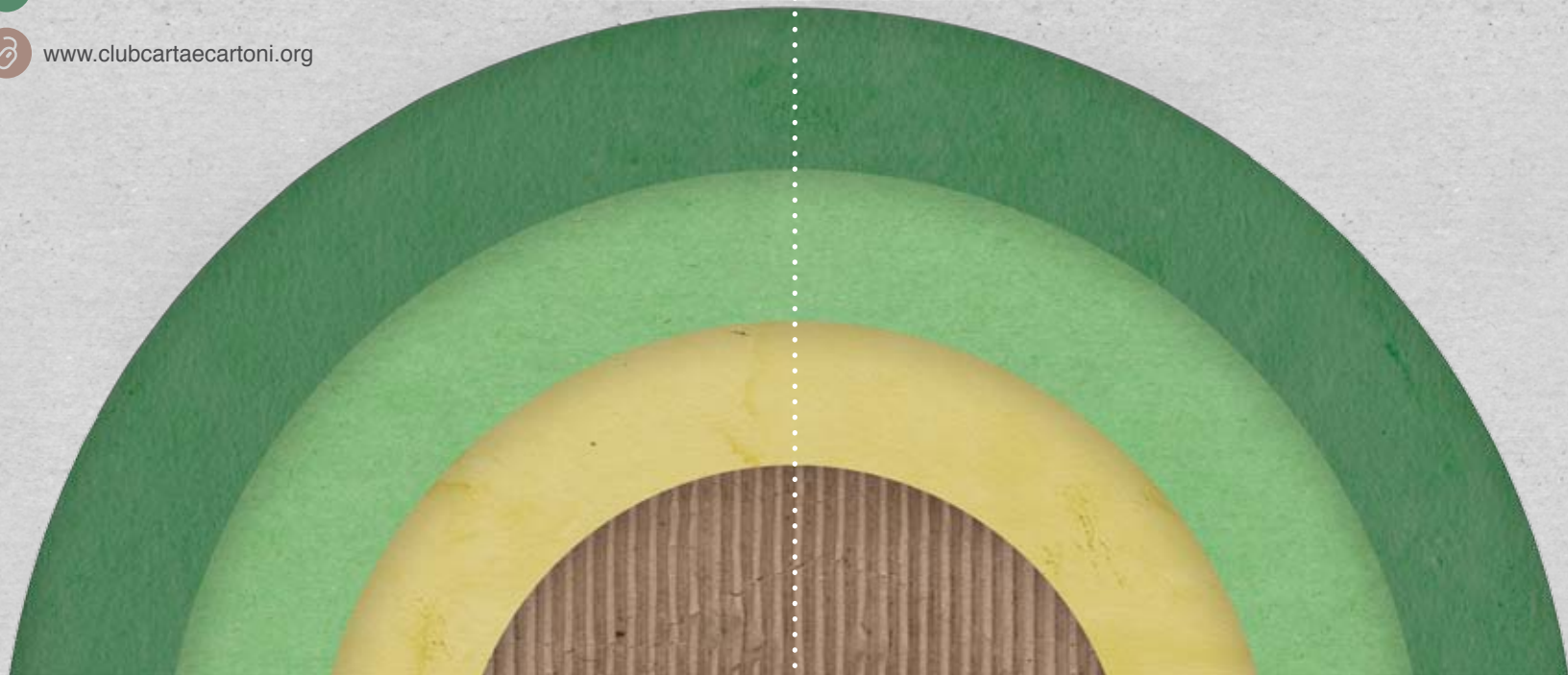
The Club is committed to improve:

- the environmental, economic, and social **value of packaging** throughout its lifestyle.
- **the design, production, use and promotion** of paper, board, and cardboard packaging.

Club Carta e Cartoni is an initiative by  **comieco**

 [club-carta-cartoni](https://www.linkedin.com/company/club-carta-cartoni)

 www.clubcartaecartoni.org



IT'S TIME TO BREAK IN. YOUR COMPANY'S SUSTAINABLE FUTURE STARTS WITH PACKAGING.

PACKAGING INNOVATION AND
ECO-SUSTAINABILITY HAVE
TURNED INTO POWERFUL
MARKETING TOOLS.



BACKGROUND

Product protection, environmental awareness, and respect for consumers should be the new features of paper, board, and cardboard packaging in view of sustainability. Trade associations, consortia, and consumer associations can encourage, initiate, monitor, and promote best practices in the sector to implement packaging innovations. Companies play a primary role in this scenario.



THE PAPER AND BOARD CLUB, RESPONSIBILITY AS AN ADVANTAGE

The Club is a venue for aggregation, information, and training aimed at managers, professional operators, and stakeholders in the paper and board packaging sector. The Paper and Board Club supports companies in their processes aimed at **responsibility**. The main goal of the Club is to develop and share whatever is important and necessary to know about paper and board packaging innovation and sustainability. Special attention is paid to the whole **manufacturing pipeline**, the “vital chain” of paper and board packaging, in order to promote and disseminate Italian and international best practices.



THE INPUT OF COMIECO

Comieco takes the challenge and sees packaging user companies as its main counterparts to promote **innovation, respectfully of consumers and their need for convenience and safety**. This is the mindset at the basis of the Paper and Board Club, whose member companies share and leverage on the potentials of paper and board packaging.

Club Carta e Cartoni (paper and board club) was established upon initiative of Comieco as a meeting and training venue for paper and board packaging user companies to promote Italian and international best practices, respectfully of consumers and their need for convenience and safety.



THE ROLE OF MEMBERS

Club members share **true awareness** of paper and board packaging **responsibility and sustainability**. In their companies, they strive to achieve top level results and ensure the responsible design and production of packaging. Being a Club member means having access to contents and tools designed for packaging professionals, as well as enjoying confrontation and direct sharing opportunities to promote the dissemination of **ideas and best practices**.