

CPI sponsors Integrated Marketing Award at Gramia 2009



The Confederation of Paper Industries (CPI) is supporting The Grocer's Gramia Awards, which celebrate the best creative campaigns in FMCG marketing and advertising, by sponsoring the Integrated Marketing Award on behalf of the corrugated packaging industry.

Andrew Barnetson of the CPI said: "This is a logical step for the corrugated packaging industry, as retail ready packaging is now central to brand presence at the point of sale. Recent advances in the design and printing of corrugated packaging enable it to reflect and magnify brand image, integrating with primary packaging as well as promotional and advertising visuals."

CPI will be presenting the award at the event on October 29th.

ENDS

For further information please contact Andrew Barnetson, Corrugated Sector Manager, on 07775 771662 or email abarnetson@paper.org.uk.

Notes to Editors

- For additional information on the UK paper industry, in the first instance, please contact Catherine Waterfield, External Affairs Coordinator, on 01793 889612 or email cwaterfield@paper.org.uk. Alternatively, please visit: <http://www.paper.org.uk>.
- CPI is the voice of the paper industry in the UK, representing papermakers, tissue manufacturers, corrugated packaging producers and recovered paper merchants.
- CPI represents 265 member sites across 60 companies, with a combined annual turnover of £4 billion and 24,500 personnel.
- Corrugated packaging accounts for more than 30% of all UK packaging.
- Over 80% of all corrugated packaging is recycled.

