

CPI Sponsors Corrugated Category for UK Packaging Awards

The Confederation of Paper Industries (CPI) is sponsoring the Corrugated: Online Retail and Consumer Goods category at this year's UK Packaging Awards, taking place at the Grosvenor House Hotel in London on 27 October.

CPI's category is open to all corrugated packs produced in the UK that are delivered directly to consumers, including packs for online retail, outer boxes for products such as drinks, packs for large consumer items, white goods and so on.

Eligible packaging must be manufactured predominantly from corrugated, but caps, windows and other components can be made from different materials.

Competition for this award is tough as corrugated companies are synonymous with innovation and versatility for transit packaging. Corrugated can fit almost any shape and size, making it a vital logistics partner for online retailers, and is the most recycled packaging material in the country.

CPI's Director of Packaging Affairs, Andy Barnetson, said: "It's the first time we have sponsored a corrugated category at the UK Packaging Awards. We feel it's important to recognise the tremendous efforts put in by the Corrugated Industry to meet the demands of an ever-changing retail landscape.

"Corrugated companies are delivering a range of complex structures as well as playing a pivotal role in supply chain sustainability by protecting goods in transit and providing stand-out packaging appeal for online retailers."

Recent YouGov polls have revealed that online shoppers in the UK prefer to see purchases delivered to their home packed in cardboard because it offers better protection than alternative materials for goods in transit, as well as being the easiest to recycle.

The bottom line is that online retailers are recognising that corrugated's flexibility and qualities in terms of sustainability, hygiene, logistics and protection give it a significant edge over other forms of packaging.

Companies short-listed for The Packaging Awards' Corrugated: Online Retail and Consumer Goods accolade reflect the Corrugated Industry's determination to remain at the forefront of packaging in the UK.

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NOTES TO EDITORS

- The Confederation of Paper Industries (CPI) is the leading trade association representing the UK's Paper-based Industries, comprising recovered paper merchants, paper and board manufacturers and converters, corrugated packaging producers, and makers of soft tissue papers.
- CPI represents an industry with an aggregate annual turnover of £6.5 billion, 25,000 direct and more than 100,000 indirect employees.
- For facts on the UK's Paper-based Industries please visit: www.paper.org.uk.