

Press Releases

AF&PA / FBA Name Executive Director of Joint Competing Materials Plan

WASHINGTON, DC and ROLLING MEADOWS, IL (February 6, 2002) - Dwight Schmidt has been selected as the Executive Director of a newly developed industry initiative jointly sponsored by the American Forest & Paper Association (AF&PA) and the Fibre Box Association (FBA). Mr. Schmidt was formerly Senior Vice President/Specialty Packaging at Inland Paperboard and Packaging, Inc. He will assume his new responsibilities immediately.

"I am pleased to have been extended this opportunity to lead this cooperative and vital industry effort," Schmidt said. "I am eager to work with the companies in our industry, their customers and our retail partners to assure that corrugated remains the package of choice for transport packaging."

The AF&PA / FBA alliance was formed to create and implement a comprehensive plan for corrugated and containerboard over the next four years (2002 - 2005). The plan's objectives are:

- Maintain and grow corrugated's current share in produce, meat and poultry markets that are under direct threat from competing materials.
- Prevent government and other organizations from biasing packaging choices in the marketplace.
- Address marketplace concerns regarding the impact of non-recyclable corrugated packaging.
- Implement a coordinated communications strategy to inform target audiences of progress in corrugated developments, and to enhance attitudes toward the corrugated industry and its products.
- Identify the next corrugated markets susceptible to competing materials threats.

These objectives will be met beneath the umbrella of the plan's mission, which is to:

- Foster growth and profitability of corrugated in applications where it can be demonstrated, based on credible and persuasive evidence, that corrugated should be the packaging material of choice.
- Provide a coordinated industry focus that effectively acts on competing materials matters that cannot be accomplished by individual members.

For more information, contact either AF&PA **202-463-2700** or FBA **847-364-9600** .