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Paper associations get boost

(June 10, 2011) Paper Packaging Canada and the industry's environmental council PPEC will both be stronger because of measures announced jointly by both boards of directors today.

John Mullinder, who has been President and CEO of Paper Packaging Canada for the last three years as well as running PPEC, will return fulltime to the industry's environmental council, while industry veteran David Andrews will come aboard as Executive Director of Paper Packaging Canada.

"We think this new alignment is best for both associations," said Paper Packaging Canada and PPEC chairmen Rob Latter and Allen Kirkpatrick in a joint statement. "John has seen us through the successful merger of two former industry associations while continuing to oversee PPEC. In that same time frame, environmental and sustainability issues have become even more important to our customer base. So we need his expertise."

"From Paper Packaging Canada's point of view," said chairman, Rob Latter, "we are delighted to be able to welcome an industry veteran back. David has a 39-year history of working for paper packaging companies, as well as being a consultant to the industry and to the Packaging Association of Canada. He was also president of the former Canadian Corrugated Case Association from 2003 to 2004."

The realignment is effective from June 20. The associations share Brampton, Ontario offices.

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See below for more information:



PAPER AND PAPERBOARD PACKAGING ENVIRONMENTAL COUNCIL (PPEC)

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PPEC is an industry council created in 1990 to focus on the environmental interests of its four separate founding associations (representing both paper packaging mills and converters). Among other achievements, it pioneered the composting of used paper packaging materials; the further recycling of old boxboard; the application of activity-based costing to residential recycling; and the development of a Food Packaging Protocol for mills using recycled board in food packaging applications.

PPEC represented the paper industry on the National Packaging Task Force (for 10 years) and is closely involved with stewardship (EPR) issues across Canada.



John Mullinder

Born in Christchurch, New Zealand. MA (Honours) degree in English. Print journalist and television news and current affairs reporter. New Zealand correspondent for *Maclean's* magazine and the *Financial Post*. Editor of Canada's *Pulp & Paper Journal*. Asked to head up newly-formed Paper & Paperboard Packaging Environmental Council (PPEC) in 1990. Member of National Packaging Task Force (for 10 years) and of various other bodies, including Waste Diversion Ontario and the Recycling Council of Ontario. Appointed President & CEO of Paper Packaging Canada (June 2008) while continuing to oversee PPEC.



**Paper
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Paper Packaging Canada is an industry association created in 2008 from a merger of the former Canadian Corrugated Case Association (CCCA) and the major containerboard mills of the Packaging Mills Association of Canada (PMAC). It represents almost 90% of Canada's containerboard capacity and over 90% of Canada's corrugated converting production. The association provides its members with statistical information and reports on human relations, health and safety, manufacturing and government relations. It liaises with fellow national and international paper associations. Its environmental and sustainability issues are managed by the broader industry's environmental council (PPEC).



David Andrews

Originally from Montreal, Quebec and a Graduate of Sir George Williams University, now Concordia University, he joined the Container Division of Bathurst Power and Paper in 1965 where he spent most of his career. Progressed through Corporate Marketing Communications and Sales and held Sales Management responsibilities in the Prairie, Alberta and Ontario Regions prior to being appointed as Vice President, Sales and Marketing, Smurfit-MBI for Canada. Following retirement in 2004, his industry involvement extended to consulting assignments within the industry and in addition, with the Packaging Association of Canada.