Press Statement

Tribute to the #paperpeople:
they make sure you have the essentials

Brussels, 8 April 2020

Cepi, the European paper industry association, and its members across Europe would like to pay tribute to their employees guaranteeing continued production of essential products and to all transport operators ensuring deliveries across Europe.

Thanks to our 180,000 direct employees, the great majority of paper mills are running in the EU: paper industry staff is making sure that citizens have access to the hygiene, health and food supplies they need during this COVID-19 crisis.

Our industry leaders took all necessary measures to guarantee the safety and health of their people: we raised safety arrangements and adopted working shifts as well as social distancing measures, we started dialogues with worker unions to adjust working conditions taking their concerns into account.

Our industry is also supporting the fight against COVID-19 by producing masks, materials for test kits or filters for respiratory devices. All forces need to be united to produce in Europe for Europe the much needed healthcare and medical goods.

“With our tribute video #togetheragainstcoronavirus, we would like to thank our employees for their determination and commitment, we wish to honour the efforts of our staff and are very proud of the solutions that we can bring to EU citizens in these exceptional circumstances” Jori Ringman, Cepi Director General.

In this context, we wish to include in our tribute all waste collectors who are also playing an essential role, as the collection of used paper at municipal level is more important than ever in times of health crisis. Without separate collection of paper for recycling from households and supermarkets, we would face severe disruptions to our value chain, as recycled fibres are an essential part of our supply chain.

“We are looking forward to support the recovery of Europe when the pandemic will be over, which should be a green recovery. We call the EU to rethink its EU Industrial policy and to start aligning its economic response to the virus with its Green Deal” Ringman further commented.
Note to editor:

For press inquiries, please contact Claire Couet, Public Affairs & Communications Director, at c.couet@cepi.org.

About Cepi:

Cepi is the European association representing the paper industry. We offer a wide range of renewable and recyclable wood-based fibre solutions to EU citizens: from packaging to textile, hygiene and tissue products, printing and graphic papers as well as specialty papers, but also bio-chemicals for food and pharmaceuticals, bio-composites and bioenergy.

We are a responsible industry: 92% of our raw materials are sourced in Europe and certified as sustainable, 91% of the water we use is returned in good condition to the environment. We are the world champion in recycling at the rate of 71.6%. At the forefront of the decarbonisation and industrial transformation of our economy, we embrace digitalisation and bring 20 billion value addition to the European economy and €5.5 billion investments annually.

Through its 18 national associations, Cepi gathers 500 companies operating 895 mills across Europe and directly employing more than 180,000 people.