
Press release

Cepi welcomes BASF as its newest partner

Brussels, November 10th, 2022

BASF SE is the latest addition to Cepi's partnership programme with pulp and paper industry suppliers, reinforcing Cepi's position as a key player in the process of defining a new, greener and more circular industrial model for the EU.

Cepi is the Confederation of European Paper Industries. Its [partnership programme](#) answers the complexity of the paper value chain and the need for expertise on relevant issues. It serves as a forum for discussion and the exchange of technical information in the policy context of the European Union. Current partners are OMYA, Voith, Valmet, Buckman and Afry.

The partnership with BASF SE, the largest chemical company in the world, specifically aims to strengthen information exchange, as well as transparency along the value chain, in the EU Green Deal's context. The Green Deal is the flagship for EU's climate change regulation. Its objectives in terms of decarbonisation and pollution abatement are supported by the paper industry and its value chain. BASF SE's mid- to long-term target is to introduce biobased chemistry based on renewable and recycled feedstocks.

Cepi has already collaborated with BASF SE in the past. BASF is notably involved in the Pulp and Paper Value Chain Information System (P&P VIS), which was established to facilitate an exchange of chemical information along the value chain, and is active in the circular packaging alliance 4evergreen.

Quotes

"Cepi has since long been driving value chain cooperation of all kinds, and with the development of the circular economy this has become increasingly important. This approach, which now includes BASF, reinforces our position as a key player in the process of defining a new, greener and more circular industrial model for the EU."

Jori Ringman, Director General – Cepi (Confederation of the European Paper Industries)

"Truly sustainable solutions can only be implemented if all of the players involved in the process pull together. We are talking about all of the suppliers of the paper industry, the paper producers, the converters, the brand owners and retailers as well as the recycling industry. Cepi and BASF share here the same understanding. It was only logical to finally join as an official partner."

Prof. Dr. Thomas Schiele, Vice President Business Management Adhesives, Fibre Bonding and Paper Coating Chemicals EMEA, BASF SE

Notes to editor:

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For more information on Industry commitments, please consult

[Cepi's Sustainable Product Pledge](#),

[Cepi's Pledge to support the 3 billion trees initiative](#).

[The 4evergreen cross-industry alliance](#).

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 speciality papers, but also bio-chemicals for food and pharmaceuticals, bio-composites and bioenergy. We are a responsible industry: 85% of our raw materials are sourced in Europe and certified as sustainable, 92% of the water we use is returned in good condition to the environment. We are the world champion in recycling at the rate of 71.4%. At the forefront of the decarbonisation and industrial transformation of our economy, we embrace digitalisation and bring 21 billion value addition to the European economy and €4.5 billion investments annually. Through its 18 national associations, Cepi gathers 490 companies operating 885 mills across Europe and directly employing more than 179,000 people.

More information about our sustainability performance [here](#).

About BASF SE:

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.