

FEFPEB

Press Coverage

2011/2012

English language Coverage

2011/2012

Press Coverage



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FEFPEB Launches Pan-European Campaign to Promote Timber

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FEFPEB Launches Pan-European Campaign to Promote Timber
oktober 13, 2011

The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has announced a new public relations campaign to promote wood as the raw material of choice for pallets and packaging on behalf of its members. Entitled 'Packaging from Nature', the initiative will communicate the economic and environmental benefits of timber use in packaging and pallets, particularly compared with alternative materials such as plastics. It will be active across Europe, with the aim of presenting "a powerful, accurate and consistent message" about timber use in 13 of the 14 countries represented by FEFPEB: Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey, and the UK. The campaign will be in contact with the major industry and logistics magazines and online news sites across Europe, targeting packaging users and decision makers, as well as NGOs. FEFPEB is also encouraging its members to include the logo and website on their company websites, and to make use of the other resources to educate customers on the benefits of timber pallets and packaging. **Further information** www.packagingfromnature.com (FEFPEB)

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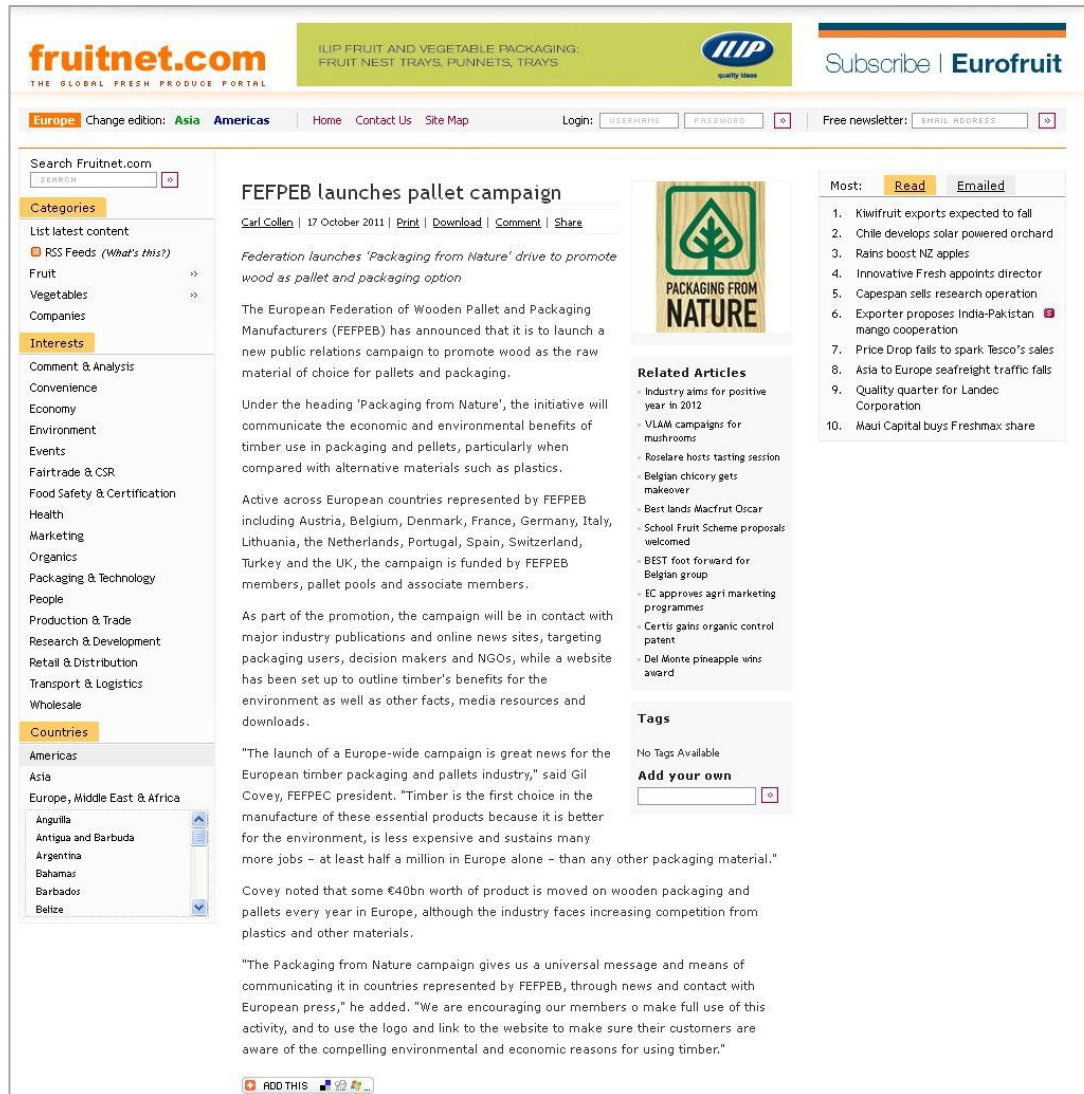
Speciale rapporten

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september 29, 2011 09:56
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juli 12, 2011 14:05
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International
Fordaq.com
October 2011



Press Coverage



The screenshot shows the fruitnet.com website with a news article titled "FEFPEB launches pallet campaign". The article is dated 17 October 2011 and is written by Carl Collen. The main text of the article describes the launch of a public relations campaign by the European Federation of Wooden Pallet and Packaging Manufacturers (FEFPEB) to promote wood as a raw material for pallets and packaging. The campaign is headed "Packaging from Nature" and aims to communicate the economic and environmental benefits of timber use in packaging and pellets, particularly when compared with alternative materials such as plastics. The article mentions that the campaign will be in contact with major industry publications and online news sites, targeting packaging users, decision makers and NGOs, while a website has been set up to outline timber's benefits for the environment as well as other facts, media resources and downloads. A quote from Gil Covey, FEFPEB president, states: "The launch of a Europe-wide campaign is great news for the European timber packaging and pallets industry," said Gil Covey, FEFPEB president. "Timber is the first choice in the manufacture of these essential products because it is better for the environment, is less expensive and sustains many more jobs - at least half a million in Europe alone - than any other packaging material." Covey noted that some €40bn worth of product is moved on wooden packaging and pallets every year in Europe, although the industry faces increasing competition from plastics and other materials. Another quote from Covey states: "The Packaging from Nature campaign gives us a universal message and means of communicating it in countries represented by FEFPEB, through news and contact with European press," he added. "We are encouraging our members to make full use of this activity, and to use the logo and link to the website to make sure their customers are aware of the compelling environmental and economic reasons for using timber."

The website interface includes a search bar, navigation tabs for Europe, Asia, and Americas, a login form, and a newsletter subscription form. A sidebar on the left contains categories like Fruit, Vegetables, and Companies, and a list of countries. A right sidebar features a "Most" list of related articles and a "Related Articles" section.

UK
Fruitnet.com
October 2011



Press Coverage

European
PackagingEurope.com
October 2011

The screenshot shows the packagingeurope.com website with the following content:

- Header:** packagingeurope Market Intelligence for Buyers and Suppliers. Access to 100+ European Wooden Packaging manufacturers for €175.00.
- Navigation:** Home, News, Market Intelligence, Magazine, Site Suppliers.
- your data:** NOW ACCESS at 3001 European manufacturers of Wood Packaging for only €175.00. Includes a list of countries and their manufacturer counts:

Austria (43)	Austria (43)
Belgium (43)	Belgium (43)
Denmark (43)	Denmark (43)
France (43)	France (43)
Germany (43)	Germany (43)
Italy (43)	Italy (43)
Spain (43)	Spain (43)
UK (43)	UK (43)
- news story:** FEFPEB Launches Pan-European Campaign to Promote Timber. Includes a logo for 'PACKAGING FROM NATURE' and text:

The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has announced a new public relations campaign to promote wood as the raw material of choice for pallets and packaging.

Entitled 'Packaging from Nature', the initiative will communicate the economic and environmental benefits of better use in packaging and pallets, particularly compared with alternative materials such as plastics. It will be active across Europe, with the aim of presenting a 'green', accurate and consistent message about timber use in the industry in countries represented by FEFPEB, including Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey, and the UK. It is being led by FEFPEB's 60 members, representing the manufacturing sector, as well as pallet pools and associate members.

The campaign will be in contact with the major industry and logistics magazines and online news sites across Europe, targeting packaging users and decision makers, as well as NGOs. FEFPEB is also encouraging its members to include the logo and website on their company websites, and to make use of the other resources to educate customers on the benefits of timber pallets and packaging.

The campaign resources are based online to give maximum accessibility throughout Europe, and have been launched in FEFPEB's first language, English. They will be available in French, German, Italian and Spanish by the end of the 2011. Versions of the Packaging from Nature logo (above, right) will also be produced.

A website, www.packagingfromnature.com, has been set up, featuring information about timber's benefits for the environment, questions oft unasked about plastics, key facts and figures about timber use, as well as news, media resources, downloads and further useful links, including social media sites.

Information sheets about the benefits of timber, plastics, facts and figures, and the issue of biomass have been produced. These sheets are now available to download free of charge from the website.

Gil Dowry, FEFPEB President, said: "The launch of a Europe-wide campaign is a great need in the European timber packaging and pallets industry. Timber is the first choice in the manufacture of these essential products because it is better for the environment, is less expensive and sustains many more jobs – at least half a million in Europe alone – than any other packaging material."

"We estimate that 600 billion worth of product is moved in wooden packaging and pallets every year in Europe alone, in the face of increasing competition from plastics and other competing materials: we need to ensure that businesses across Europe have a good understanding of the clear advantages of using wood."

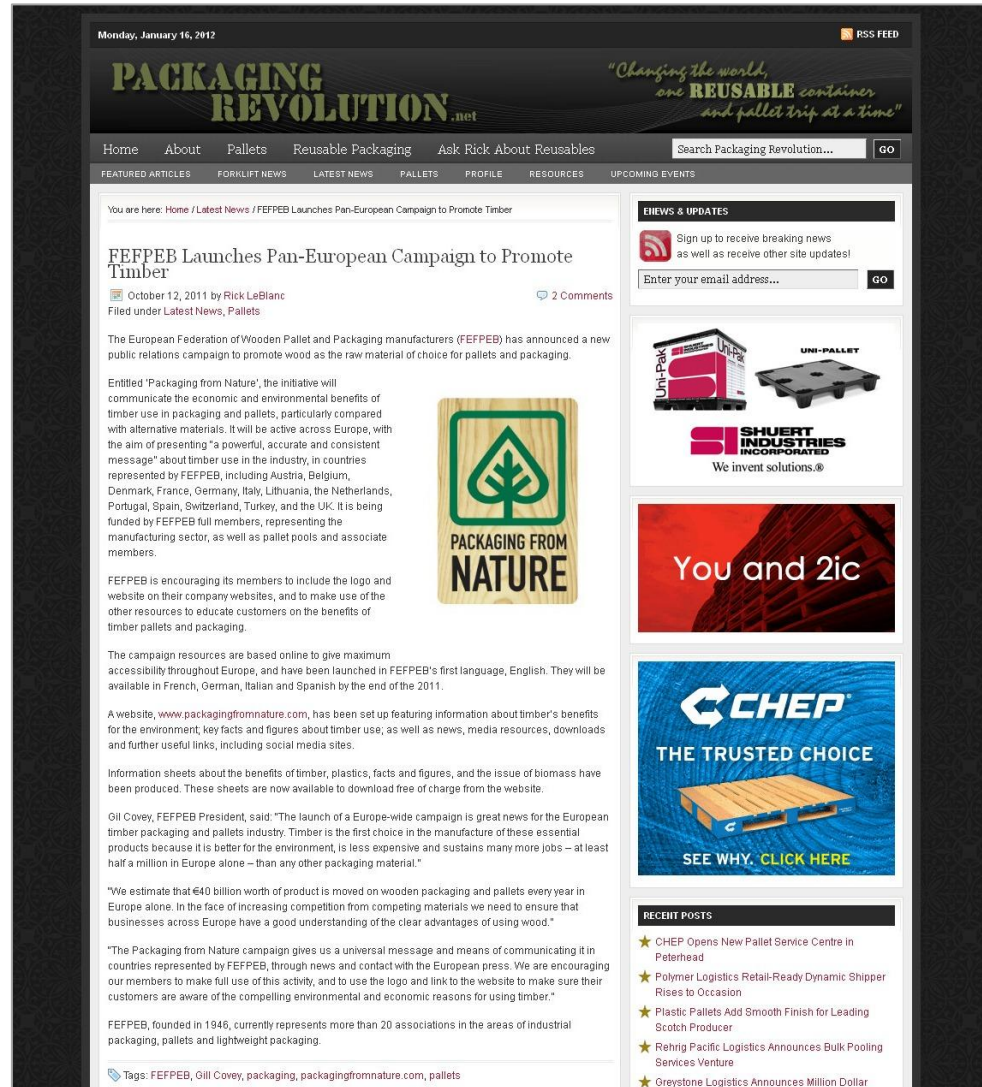
"The Packaging from Nature campaign gives us an essential message and means of communicating it to stakeholders represented by FEFPEB, through news and contact with the European press. We are encouraging our members to make full use of this activity, and to use the logo and link to the website to make sure their customers are aware of the compelling environmental and economic reasons for using timber."

Following the launch of the campaign this month, news releases will be issued to European media throughout the coming year. A press office based in the UK will handle all queries from European media.

FEFPEB currently represents more than 20 associations, which account for 1,000 companies.
- related suppliers:** Includes logos for SABIC Innovative Plastics, Loxart, and Zecchetti.
- Footer:** About us, Contact us, Submit news, News, News archive, Popular articles, Jobs, Search jobs, Recruiters, Market intelligence Reports, Downloads & public, Buyers database, Packaging manager, Magazine, Latest edition, Back issues.



Press Coverage



Monday, January 16, 2012 RSS FEED

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FEFPEB Launches Pan-European Campaign to Promote Timber

October 12, 2011 by Rick LeBlanc 2 Comments
Filed under Latest News, Pallets

The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has announced a new public relations campaign to promote wood as the raw material of choice for pallets and packaging.

Entitled 'Packaging from Nature', the initiative will communicate the economic and environmental benefits of timber use in packaging and pallets, particularly compared with alternative materials. It will be active across Europe, with the aim of presenting "a powerful, accurate and consistent message" about timber use in the industry, in countries represented by FEFPEB, including Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey, and the UK. It is being funded by FEFPEB full members, representing the manufacturing sector, as well as pallet pools and associate members.



FEFPEB is encouraging its members to include the logo and website on their company websites, and to make use of the other resources to educate customers on the benefits of timber pallets and packaging.

The campaign resources are based online to give maximum accessibility throughout Europe, and have been launched in FEFPEB's first language, English. They will be available in French, German, Italian and Spanish by the end of the 2011.

A website, www.packagingfromnature.com, has been set up featuring information about timber's benefits for the environment, key facts and figures about timber use, as well as news, media resources, downloads and further useful links, including social media sites.

Information sheets about the benefits of timber, plastics, facts and figures, and the issue of biomass have been produced. These sheets are now available to download free of charge from the website.

Gil Covey, FEFPEB President, said: "The launch of a Europe-wide campaign is great news for the European timber packaging and pallets industry. Timber is the first choice in the manufacture of these essential products because it is better for the environment, is less expensive and sustains many more jobs – at least half a million in Europe alone – than any other packaging material."


"We estimate that 640 billion worth of product is moved on wooden packaging and pallets every year in Europe alone. In the face of increasing competition from competing materials we need to ensure that businesses across Europe have a good understanding of the clear advantages of using wood."



"The Packaging from Nature campaign gives us a universal message and means of communicating it in countries represented by FEFPEB, through news and contact with the European press. We are encouraging our members to make full use of this activity, and to use the logo and link to the website to make sure their customers are aware of the compelling environmental and economic reasons for using timber."

FEFPEB, founded in 1946, currently represents more than 20 associations in the areas of industrial packaging, pallets and lightweight packaging.


Tags: FEFPEB, Gil Covey, packaging, packagingfromnature.com, pallets

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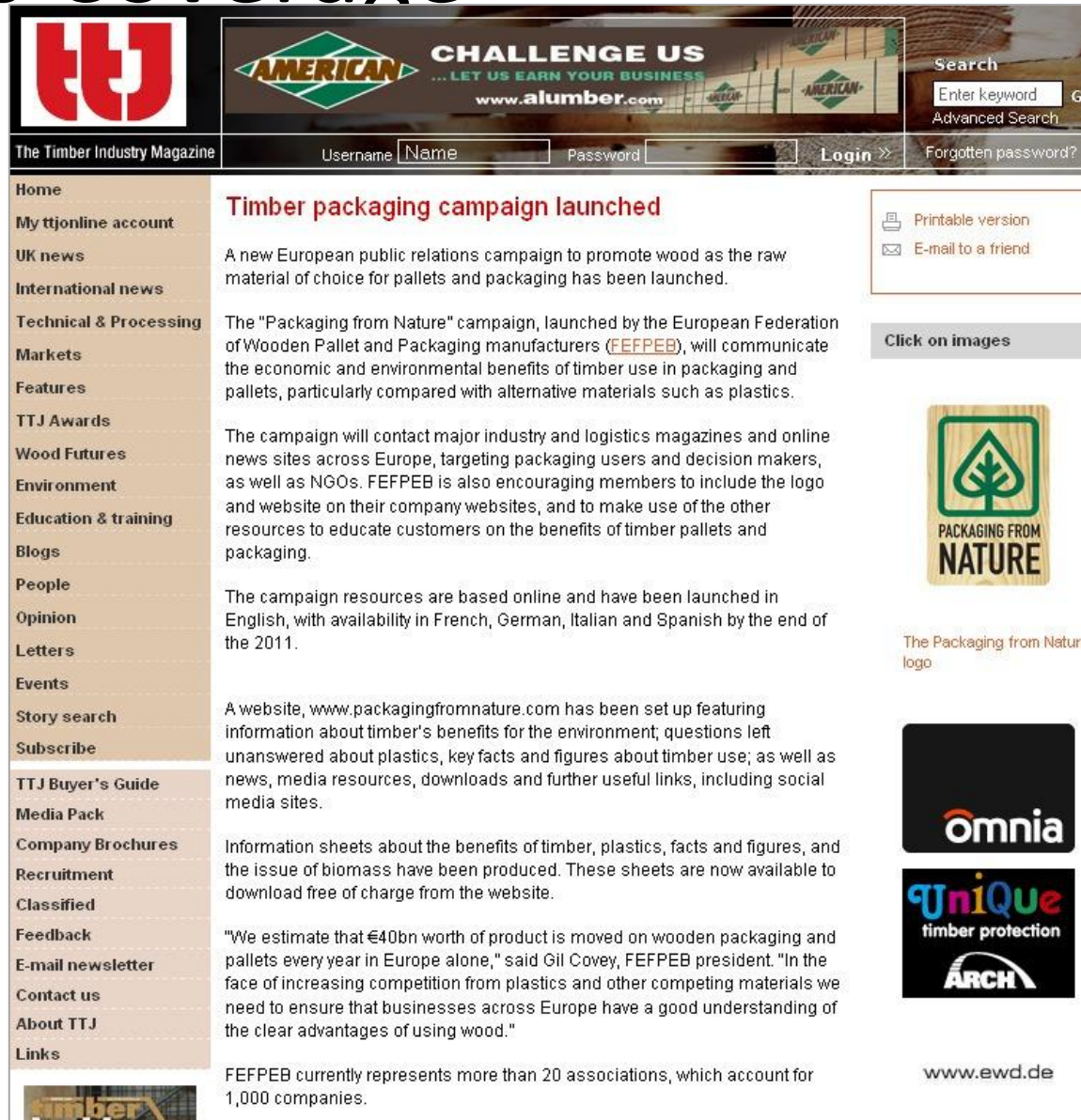
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- ★ Greystone Logistics Announces Million Dollar

UK
Packagingrevolution.net
October 2011



Press Coverage



The screenshot shows the website interface for 'The Timber Industry Magazine'. At the top, there is a navigation bar with the 'AMERICAN' logo and the slogan 'CHALLENGE US ... LET US EARN YOUR BUSINESS' with the website URL 'www.alumber.com'. A search bar is located on the right side of the header.

The main content area features a news article titled 'Timber packaging campaign launched'. The article text is as follows:

Timber packaging campaign launched

A new European public relations campaign to promote wood as the raw material of choice for pallets and packaging has been launched.

The "Packaging from Nature" campaign, launched by the European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB), will communicate the economic and environmental benefits of timber use in packaging and pallets, particularly compared with alternative materials such as plastics.

The campaign will contact major industry and logistics magazines and online news sites across Europe, targeting packaging users and decision makers, as well as NGOs. FEFPEB is also encouraging members to include the logo and website on their company websites, and to make use of the other resources to educate customers on the benefits of timber pallets and packaging.

The campaign resources are based online and have been launched in English, with availability in French, German, Italian and Spanish by the end of the 2011.

A website, www.packagingfromnature.com has been set up featuring information about timber's benefits for the environment; questions left unanswered about plastics; key facts and figures about timber use; as well as news, media resources, downloads and further useful links, including social media sites.

Information sheets about the benefits of timber, plastics, facts and figures, and the issue of biomass have been produced. These sheets are now available to download free of charge from the website.

"We estimate that €40bn worth of product is moved on wooden packaging and pallets every year in Europe alone," said Gil Covey, FEFPEB president. "In the face of increasing competition from plastics and other competing materials we need to ensure that businesses across Europe have a good understanding of the clear advantages of using wood."

FEFPEB currently represents more than 20 associations, which account for 1,000 companies.

On the right side of the article, there are links for 'Printable version' and 'E-mail to a friend'. Below the article, there is a section titled 'Click on images' which includes the 'Packaging from Nature' logo, a caption 'The Packaging from Nature logo', and logos for 'omnia', 'Unique timber protection', and 'ARCH'. At the bottom right, the website URL 'www.ewd.de' is displayed.

The left sidebar contains a navigation menu with the following items: Home, My ttjonline account, UK news, International news, Technical & Processing, Markets, Features, TTJ Awards, Wood Futures, Environment, Education & training, Blogs, People, Opinion, Letters, Events, Story search, and Subscribe. Below this menu are sections for 'TTJ Buyer's Guide', 'Media Pack', 'Company Brochures', 'Recruitment', 'Classified', 'Feedback', 'E-mail newsletter', 'Contact us', 'About TTJ', and 'Links'.

UK
TTJ Online
October 2011



Press Coverage





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FEFPEB Launches Pan-European Campaign to Promote Timber
10/17/2011

Brussels, October 12th - The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has announced a new public relations campaign to promote wood as the raw material of choice for pallets and packaging.

Entitled 'Packaging from Nature', the initiative will communicate the economic and environmental benefits of timber use in packaging and pallets, particularly compared with alternative materials such as plastics. It will be active across Europe, with the aim of presenting "a powerful, accurate and consistent message" about timber use in the industry, in countries represented by FEFPEB, including Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey, and the UK. It is being funded by FEFPEB members, representing the manufacturing sector, as well as pallet pools and associate members.

The campaign will be in contact with the major industry and logistics magazines and online news sites across Europe, targeting packaging users and decision makers, as well as NGOs. FEFPEB is also encouraging its members to include the logo and website on their company websites, and to make use of the other resources to educate customers on the benefits of timber pallets and packaging.

The campaign resources are based online to give maximum accessibility throughout Europe, and have been launched in FEFPEB's first language, English. They will be available in French, German, Italian and Spanish by the end of the 2011. Versions of the Packaging from Nature logo (above, right) will also be produced.

A website, www.packagingfromnature.com, has been set up featuring information about timber's benefits for the environment, questions left unanswered about plastics, key facts and figures about timber use, as well as news, media resources, downloads and further useful links, including social media sites.

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Gil Covey, FEFPEB President, said: "The launch of a Europe-wide campaign is great news for the European timber packaging and pallets industry. Timber is the first choice in the manufacture of these essential products because it is better for the environment, is less expensive and sustains many more jobs - at least half a million in Europe alone - than any other packaging material."

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Following the launch of the campaign this month, news releases will be issued to European media throughout the coming year. A press office based in the UK will handle all queries from European media.

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Hide

Wood Crate Design and Costing Software




USA
Woodencrates.org
October 2011



Press Coverage

NEWS

FEFPEB launches Pan-European Campaign to promote timber

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Following the launch of the campaign this month, news releases will be issued to European media throughout the coming year. A press office based in the UK will handle all queries from European media.

FEFPEB currently represents more than 20 associations, which account for 1,000 companies. www.packagingfromnature.com


Press Coverage

THE PACKHOUSE

BRIEFING

—Packaging & Technology

FEFPEB begins promotion

 ooden packaging organisation The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has announced a new campaign to promote wood as the raw material of choice for pallets and packaging.

Entitled 'Packaging from Nature', and funded by FEFPEB members, representing the manufacturing sector, as well as pallet pools and associate members, the initiative will communicate the economic and environmental benefits of timber use in packaging and pallets, particularly compared with alternative materials.

The promotional campaign will be active across Europe in countries represented by FEFPEB including Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey, and the UK, while a website has also been launched with information about timber's benefits for the environment as well as key facts and figures and useful links.

"The launch of a Europe-wide campaign is great news for the European timber packaging and pallets industry," explained Gil Covey, president of FEFPEB. "Timber is the first choice in the manufacture of these essential products because it is better for the environment, is less expensive and sustains many more jobs – at least half a million in Europe alone – than any other packaging material." [_CC](#)



UK
Eurofruit
December 2011



Press Coverage



The screenshot shows the website interface for 'The Timber Industry Magazine'. At the top, there is a navigation bar with the magazine logo, a search box, and a 'Click here for complete coverage for the timber industry' link. Below the navigation bar is a sidebar with various menu items such as 'Home', 'My timeline account', 'UK news', 'International news', 'Technical & Processing', 'Markets', 'Features', 'TTJ Awards', 'Wood Futures', 'Environment', 'Education & training', 'Blogs', 'People', 'Opinion', 'Letters', 'Events', 'Story search', 'Subscribe', 'Student Discount', 'TTJ Buyer's Guide', 'Media Pack', 'Company Brochures', 'Recruitment', 'Classified', 'Feedback', 'E-mail newsletter', 'Contact us', 'About TTJ', and 'Links'. The main content area features an article titled 'Get behind Packaging from Nature' by Gil Covey. The article text discusses the challenges of biomass subsidies and the role of FEFPEB in promoting wood as a raw material. It mentions that the campaign is funded by FEFPEB members and targets packaging users and decision makers across Europe. The article also notes that the campaign website, www.packagingfromnature.com, will be available in multiple languages. At the bottom of the article, there is a photo of Gil Covey, president of FEFPEB, and a link to the 'BUYER'S GUIDE 2011'. On the right side of the article, there are options for 'Printable version' and 'E-mail to a friend', a 'Click on images' section with a photo of Gil Covey, and a 'Related articles' section with a link to 'Dousing flames in two key hot spots'. Below the article, there are several promotional banners: 'TANALISED E CLICK HERE', 'Edger Optimizer Technology', 'FOR WINDOW TOOLING', and 'MTC GLOBAL WoodMart 4-6 October 2012'.

UK
TTJ Online
December 2011



Press Coverage



The screenshot shows the website of the Chartered Institute of Logistics and Transport (UK). The main navigation bar includes links for HOME, JOIN NOW, APPOINTMENTS, SERVICE PROVIDERS, WEBSHOP, FOCUS ONLINE, CORPORATE MEMBERSHIP, CONTACTS, and SITEMAP. A 'Jump to' search box is located in the top right corner.

The left sidebar contains a 'MEMBER LOGIN' section with fields for 'Membership Number' and 'PASSWORD', and a 'GO' button. Below this is a 'SEARCH' section with a 'Keyword Search' field and a 'Full Site' dropdown menu, also with a 'GO' button. The 'ONLINE RESOURCES' section lists various categories such as 'About Us', 'Why Should You Join?', 'Professional Sectors, Forums & Policies', 'Research Grants', 'Nations, Regions & Groups', 'Training & Personal Development', 'Qualifications', and 'The Knowledge Centre'.

The main content area features an 'Industry News' section. The article title is 'FEFPEB extends Packaging from Nature website', published on 28 March 2012. The text states: 'The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has launched four new language versions of its website, as part of its public relations campaign to promote wood as the raw material of choice for pallets and packaging. The original English version of the website launched in October last year and features information on the benefits of using wood over plastics, plus a section on facts and figures about timber use. Visitors to the site can download media resources and information sheets; and keep up to date with all the latest FEFPEB news in the Media Centre section of the site. The new versions of the site are available in French, German, Spanish and Italian. Gil Covey, FEFPEB President, said: "The new website is a tool which allows us to communicate the 'Packaging from Nature' message across Europe. We are encouraging our members to make full use of the site to ensure their customers are aware of the compelling environmental and economic reasons for using timber." The website is part of the pan-European 'Packaging from Nature' campaign, to communicate the economic and environmental benefits of timber use in packaging and pallets, particularly compared with alternative materials such as plastics and corrugated paper. The aim of the initiative is to present a clear and consistent message about timber use in the industry, in countries represented by FEFPEB, including Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey, and the UK. Covey added, "We estimate that €40 billion worth of product is moved on wooden packaging and pallets every year in Europe alone. In the face of increasing competition from plastics and other competing materials we need to ensure that businesses across Europe have a good understanding of the clear advantages of using wood."

UK
CILT
March 2012



Press Coverage

Phi Wire Hand picked politics - Live

So, @lambymemp v @giselastuart in battle for Lab nomination for Birmingham May...

16:53 Paul Waugh

Tom Harris | If Salmond's legal advice concluded a separate Scotland would continue its EU me...

16:46 Tom Harris

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16:43 James Dwyer

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Timber Packaging and Pallet Confederation (TIMCON)

FEFPEB extends packaging from Nature website

27 March 2012

The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has launched four new language versions of its website, as part of its public relations campaign to promote wood as the raw material of choice for pallets and packaging.

The original English version of the website launched in October last year and features information on the benefits of using wood over plastics, plus a section on facts and figures about timber use.

Visitors to the site can download media resources and information sheets; and keep up to date with all the latest FEFPEB news in the Media Centre section of the site.

The new versions of the site are available in French, German, Spanish and Italian.

Gil Covey, FEFPEB President, said: "The new website is a tool which allows us to communicate the 'Packaging from Nature' message across Europe. We are encouraging our members to make full use of the site to ensure their customers are aware of the compelling environmental and economic reasons for using timber."

The website is part of the pan-European 'Packaging from Nature' campaign, to communicate the economic and environmental benefits of timber use in packaging and pallets, particularly compared with alternative materials such as plastics and comugated paper. The aim of the initiative is to present a clear and consistent message about timber use in the industry, in countries represented by FEFPEB, including Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey, and the UK.

Covey added; "We estimate that €40 billion worth of product is moved on wooden packaging and pallets every year in Europe alone. In the face of increasing competition from plastics and other competing materials we need to ensure that businesses across Europe have a good understanding of the clear advantages of using wood."

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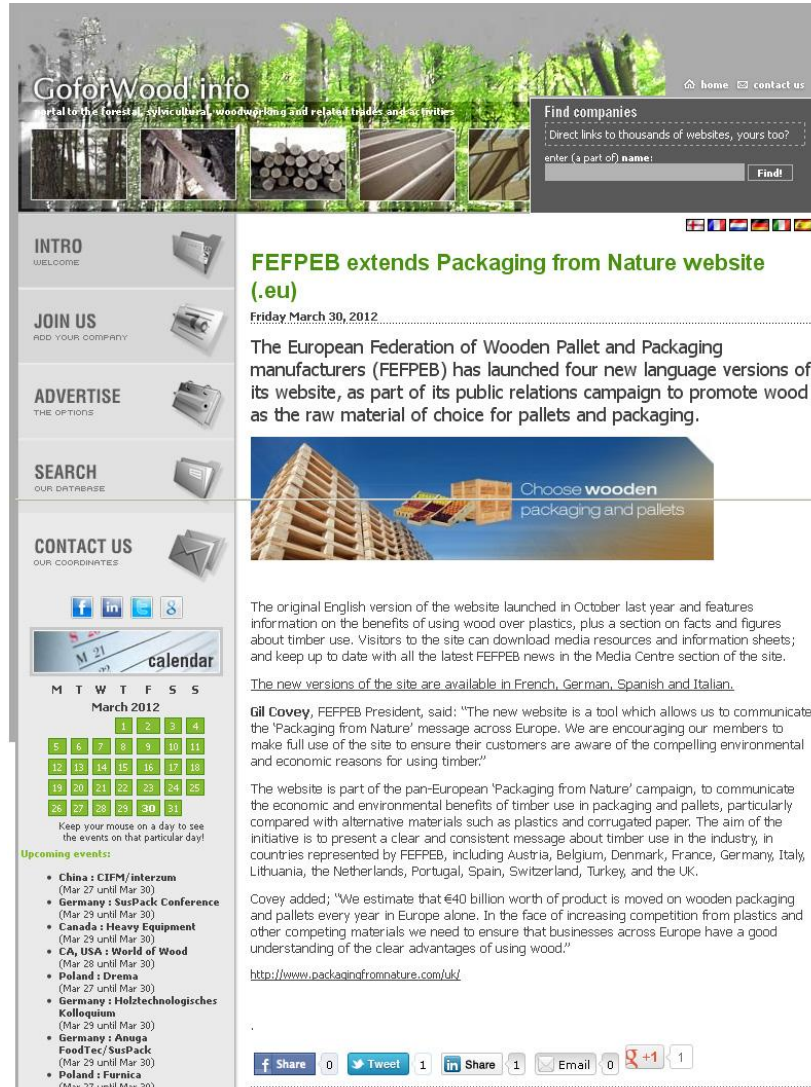
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FEFPEB extends Packaging from Nature website (.eu)
Friday March 30, 2012

The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has launched four new language versions of its website, as part of its public relations campaign to promote wood as the raw material of choice for pallets and packaging.

Choose wooden packaging and pallets

The original English version of the website launched in October last year and features information on the benefits of using wood over plastics, plus a section on facts and figures about timber use. Visitors to the site can download media resources and information sheets; and keep up to date with all the latest FEFPEB news in the Media Centre section of the site.

The new versions of the site are available in French, German, Spanish and Italian.

Gil Covey, FEFPEB President, said: "The new website is a tool which allows us to communicate the 'Packaging from Nature' message across Europe. We are encouraging our members to make full use of the site to ensure their customers are aware of the compelling environmental and economic reasons for using timber."

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<http://www.packagingfromnature.com/uk/>

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FEFPEB extends Packaging from Nature website

29/03/2012 09:28:38



The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has launched four new language versions of its website, as part of its public relations campaign to promote wood as the raw material of choice for pallets and packaging.

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The new versions of the site are available in French, German, Spanish and Italian.

Olli Covey, FEFPEB President, said: "The new website is a tool which allows us to communicate the 'Packaging from Nature' message across Europe. We are encouraging our members to make full use of the site to ensure their customers are aware of the compelling environmental and economic reasons for using timber."

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Covey added: "We estimate that 640 billion worth of product is moved on wooden packaging and pallets every year in Europe alone. In the face of increasing competition from plastic and other competing materials we need to ensure that businesses across Europe have a good understanding of the clear advantages of using wood."

More info:
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FEFPEB Extends 'Packaging from Nature' Website

March 27, 2012 by Rick LeBlanc Leave a Comment

Filed under Latest News, Pallets

The European Federation of **Wooden Pallet and Packaging Manufacturers (FEFPEB)** has launched four new language versions of its website, as part of its public relations campaign to promote wood as the raw material of choice for pallets and packaging.

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Covey added; "We estimate that €40 billion worth of product is moved on wooden packaging and pallets every year in Europe alone. In the face of increasing competition from plastics and other competing materials we need to ensure that businesses across Europe have a good understanding of the clear advantages of using wood."


FEFPEB was founded in 1946 and represents Europe in the areas of industrial packaging, pallets and lightweight packaging, currently representing more than 20 associations, and accounting for 1,000 companies.

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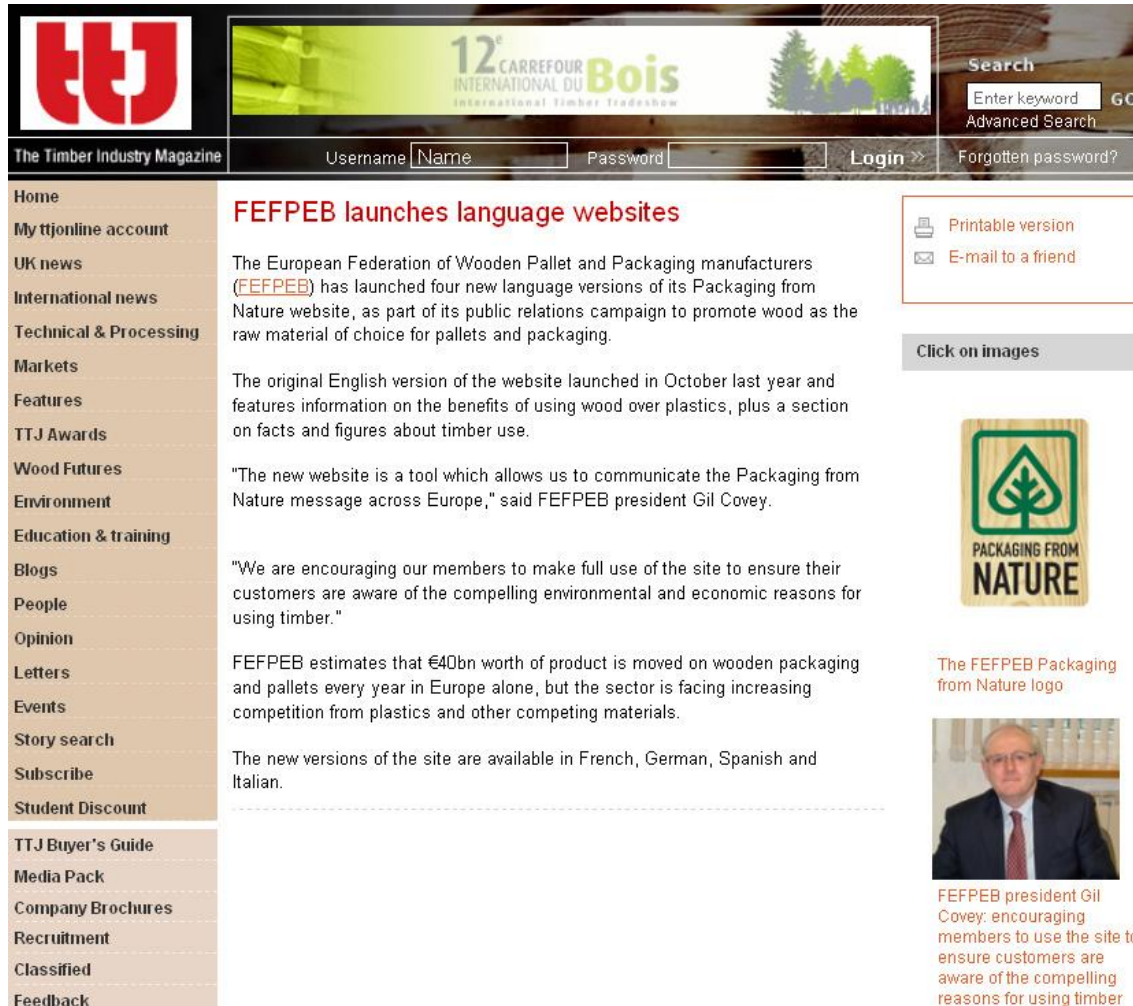
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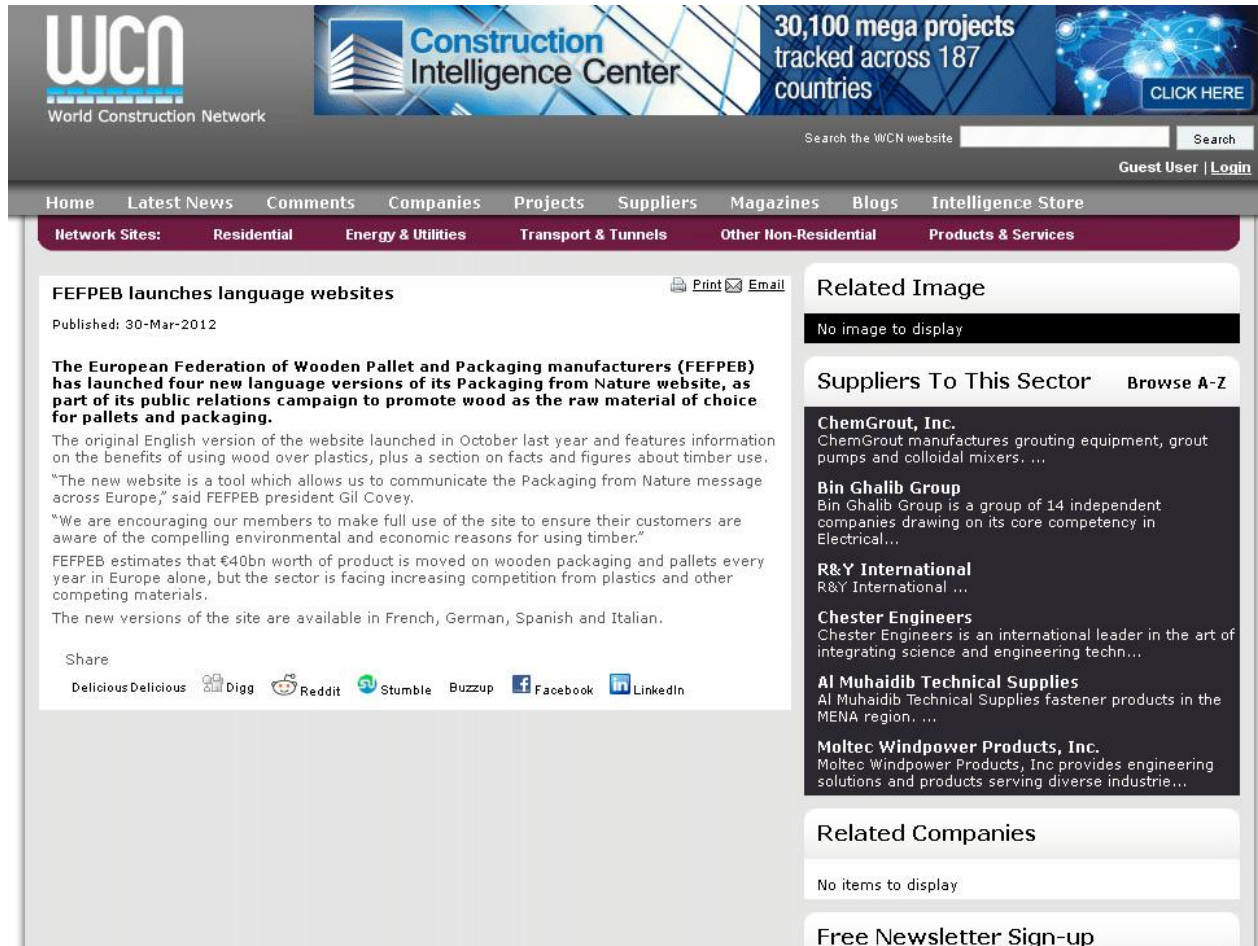


The screenshot shows the TTJ website interface. At the top left is the TTJ logo. The main header features a banner for the '12^e CARREFOUR Bois INTERNATIONAL DU' with a background image of a forest. A search bar is located in the top right corner. Below the header is a navigation menu with options like 'Home', 'My ttjonline account', 'UK news', 'International news', 'Technical & Processing', 'Markets', 'Features', 'TTJ Awards', 'Wood Futures', 'Environment', 'Education & training', 'Blogs', 'People', 'Opinion', 'Letters', 'Events', 'Story search', 'Subscribe', and 'Student Discount'. The main content area displays a news article titled 'FEFPEB launches language websites'. The article text states: 'The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has launched four new language versions of its Packaging from Nature website, as part of its public relations campaign to promote wood as the raw material of choice for pallets and packaging. The original English version of the website launched in October last year and features information on the benefits of using wood over plastics, plus a section on facts and figures about timber use. "The new website is a tool which allows us to communicate the Packaging from Nature message across Europe," said FEFPEB president Gil Covey. "We are encouraging our members to make full use of the site to ensure their customers are aware of the compelling environmental and economic reasons for using timber." FEFPEB estimates that €40bn worth of product is moved on wooden packaging and pallets every year in Europe alone, but the sector is facing increasing competition from plastics and other competing materials. The new versions of the site are available in French, German, Spanish and Italian.' To the right of the article are links for 'Printable version' and 'E-mail to a friend'. Below the article is a section titled 'Click on images' which contains a large image of the 'PACKAGING FROM NATURE' logo. Below the logo is a caption: 'The FEFPEB Packaging from Nature logo'. To the right of the logo is a portrait of Gil Covey, FEFPEB president. Below the portrait is a caption: 'FEFPEB president Gil Covey: encouraging members to use the site to ensure customers are aware of the compelling reasons for using timber'. At the bottom right of the page is another 'PACKAGING FROM NATURE' logo.

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FEFPEB launches language websites [Print](#) [Email](#)

Published: 30-Mar-2012

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The original English version of the website launched in October last year and features information on the benefits of using wood over plastics, plus a section on facts and figures about timber use. "The new website is a tool which allows us to communicate the Packaging from Nature message across Europe," said FEFPEB president Gil Covey.

"We are encouraging our members to make full use of the site to ensure their customers are aware of the compelling environmental and economic reasons for using timber."

FEFPEB estimates that €40bn worth of product is moved on wooden packaging and pallets every year in Europe alone, but the sector is facing increasing competition from plastics and other competing materials.

The new versions of the site are available in French, German, Spanish and Italian.

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FEFPEB launches pallet campaign

Carl Collen | 17 October 2011 | [Print](#) | [Download](#) | [Comment](#) | [Share](#)

Federation launches 'Packaging from Nature' drive to promote wood as pallet and packaging option

The European Federation of Wooden Pallet and Packaging Manufacturers (FEFPEB) has announced that it is to launch a new public relations campaign to promote wood as the raw material of choice for pallets and packaging.

Under the heading 'Packaging from Nature', the initiative will communicate the economic and environmental benefits of timber use in packaging and pellets, particularly when compared with alternative materials such as plastics.

Active across European countries represented by FEFPEB including Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey and the UK, the campaign is funded by FEFPEB members, pallet pools and associate members.

As part of the promotion, the campaign will be in contact with major industry publications and online news sites, targeting packaging users, decision makers and NGOs, while a website has been set up to outline timber's benefits for the environment as well as other facts, media resources and downloads.

"The launch of a Europe-wide campaign is great news for the European timber packaging and pallets industry," said Gil Covey, FEFPEB president. "Timber is the first choice in the manufacture of these essential products because it is better for the environment, is less expensive and sustains many more jobs – at least half a million in Europe alone – than any other packaging material."

Covey noted that some €40bn worth of product is moved on wooden packaging and pallets every year in Europe, although the industry faces increasing competition from plastics and other materials.

"The Packaging from Nature campaign gives us a universal message and means of communicating it in countries represented by FEFPEB, through news and contact with European press," he added. "We are encouraging our members to make full use of this activity, and to use the logo and link to the website to make sure their customers are aware of the compelling environmental and economic reasons for using timber."

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Spain 02/04/2012

The FEFPEB develops "natural packaging" website

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The European Federation of wooden pallets and packaging (FEFPEB) has launched four new versions of its website.

To promote the choice of wood as raw material for pallets and packaging, the FEFPEB launched four new language versions of its site. After the English version launched last October, the site is now available in French, German, Spanish and Italian: www.packagingfromnature.com.

The site provides information on the benefits of using wood as raw material compared to plastic. It includes a section of statistics and data on the sector.

The FEFPEB currently represents over 20 organizations totaling more than 1000 companies in Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, Netherlands, Portugal, Spain, Switzerland, Turkey and United Kingdom. The European market for pallets and wood packaging is estimated at 40 billion euros.

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Espagne 02/04/2012
La FEPEB développe le site de "emballage naturel"

La Fédération européenne des palettes bois et de l'emballage (FEPEB) a lancé 4 nouvelles versions de son site internet.

Pour promouvoir le choix du bois comme matière première pour les palettes et les emballages, la FEPEB a lancé 4 nouvelles versions linguistiques de son site. Après la version anglaise lancée en octobre dernier, le site est maintenant disponible en français, allemand, espagnol et italien www.packagingfromnature.com.

Le site donne des informations sur les avantages de l'utilisation du bois comme matière première par rapport au plastique. Il comprend une section de statistiques et de données sur le secteur.

La FEPEB représente actuellement plus de 20 associations qui totalisent plus de 1000 entreprises en Autriche, Belgique, Danemark, France, Allemagne, Italie, Lituanie, Pays-Bas, Portugal, Espagne, Suisse, Turquie et Royaume-Uni. Le marché européen des palettes et emballages en bois est estimé à 40 milliards d'euros.

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Le site de la FEPEB existe désormais en espagnol, allemand, italien et français.

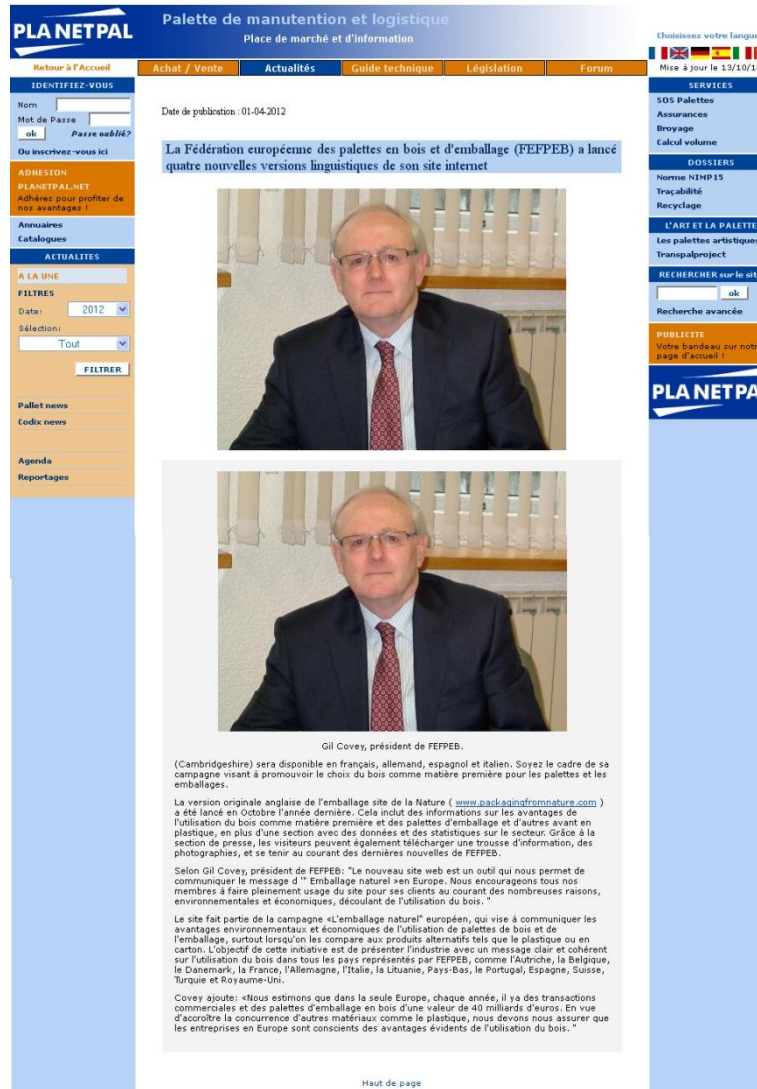
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La Fédération européenne des palettes en bois et d'emballage (FEPEB) a lancé quatre nouvelles versions linguistiques de son site internet



Gil Covey, président de FEPEB.

(Cambridgeshire) sera disponible en français, allemand, espagnol et italien. Soyez le cadre de sa campagne visant à promouvoir le choix du bois comme matière première pour les palettes et les emballages.

La version originale anglaise de l'emballage site de la Nature (www.packagingfromnature.com) a été lancée en octobre l'année dernière. Cela inclut des informations sur les avantages de l'utilisation du bois comme matière première et des palettes d'emballage et d'autres avant en plastique, en plus d'une section avec des données et des statistiques sur le secteur. Grâce à la section de presse, les visiteurs peuvent également télécharger une trousse d'information, des photographies, et se tenir au courant des dernières nouvelles de FEPEB.

Selon Gil Covey, président de FEPEB: "Le nouveau site web est un outil qui nous permet de communiquer le message d' "Emballage naturel" en Europe. Nous encourageons tous nos membres à faire pleinement usage du site pour ses clients au couvent des nombreuses raisons, environnementales et économiques, découlant de l'utilisation du bois."

Le site fait partie de la campagne «L'emballage naturel» européen, qui vise à communiquer les avantages environnementaux et économiques de l'utilisation de palettes de bois et de l'emballage, surtout lorsqu'on les compare aux produits alternatifs tels que le plastique ou en carton. L'objectif de cette initiative est de présenter l'industrie avec un message clair et cohérent sur l'utilisation du bois dans tous les pays représentés par FEPEB, comme l'Autriche, la Belgique, le Danemark, la France, l'Allemagne, l'Italie, la Lituanie, Pays-Bas, le Portugal, Espagne, Suisse, Turquie et Royaume-Uni.

Covey ajoute: «Nous estimons que dans la seule Europe, chaque année, il ya des transactions commerciales et des palettes d'emballage en bois d'une valeur de 40 milliards d'euros. En vue d'accroître la concurrence d'autres matériaux comme le plastique, nous devons nous assurer que les entreprises en Europe sont conscients des avantages évidents de l'utilisation du bois.»

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28.03.2012



VERPACKUNG AUS DER NATUR

Die European Federation of Wooden Pallet and Packaging Manufacturers (FEFPEB) hat ihre Webseite in vier neuen Sprachen gestartet. Dies ist Teil der Öffentlichkeitsarbeit, um für Holz als Rohstoff der Wahl für Paletten und Verpackungen zu werben. Die ursprüngliche englische Version der Webseite wurde letztes Jahr im Oktober gestartet und bietet Informationen zu den Vorteilen von Holz im Vergleich zu Kunststoff und hat auch eine Sektion mit Fakten und Zahlen zur Verwendung von Holz. Besucher der Webseite können Medien-Ressourcen und Informationsblätter herunterladen und die letzten News von FEFPEB im Media Centre der Webseite erhalten.

Die neuen Versionen der Webseite sind auf Französisch, Deutsch, Spanisch und Italienisch verfügbar. Gil Covey, Präsident der FEFPEB sagt: „Die neue Webseite ist ein Tool, das uns ermöglicht, die „Verpackung aus der Natur“-Botschaft in ganz Europa zu verbreiten. Wir ermuntern unsere Mitglieder, ausgiebig Gebrauch von der Seite zu machen, damit sichergestellt wird, dass ihre Kunden die überzeugenden ökologischen und wirtschaftlichen Gründe für die Benutzung von Holz kennen.“ Weitere Informationen zur „Verpackung aus der Natur“-Kampagne unter www.packagingfromnature.com.

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MATERIALFLUSS ROUND TABLE

Materialfluss Round Table
Die Arbeitnehmer in Deutschland müssen immer länger arbeiten. Das wirkt sich auch auf die Gestaltung der Arbeitsplätze in der

Germany
Materialfluss
March 2012





Italian Language Coverage

2011 / 2012

Press Coverage



FRUCTIDOR.COM
LA PRIMA GUIDA INTERNAZIONALE PER I BUYER DEL SETTORE ORTOFRUTTIKOLO

I ♥ Saviour ?

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18,000 indirizzi in 138 paesi...

Torna alla homepage > News del settore ortofruta > FEFPEB sviluppa il sito dell'imballaggio naturale

Spagna 02/04/2012

FEFPEB sviluppa il sito dell'imballaggio naturale

Select Language

La Federazione europea di pallet in legno e imballaggio (FEFPEB) ha lanciato quattro nuove versioni del suo sito internet.

Per promuovere la scelta del legno come materia prima per pallet e imballaggi, FEFPEB ha lanciato quattro nuove versioni linguistiche del suo sito. Dopo quella in inglese, rilasciata lo scorso ottobre, il sito è ora disponibile in francese, tedesco, spagnolo e italiano: www.packagingfromnature.com.

Il sito fornisce informazioni sui vantaggi dell'utilizzo del legno come materia prima rispetto alla plastica. Include una sezione statistiche e dati del settore.

FEFPEB rappresenta attualmente più di 20 associazioni che raccolgono complessivamente oltre 1 000 aziende in Austria, Belgio, Danimarca, Francia, Germania, Italia, Lituania, Paesi Bassi, Portogallo, Spagna, Svizzera, Turchia e Regno Unito. Il mercato europeo di pallet e imballaggi in legno è stimato 40 miliardi di euro.

Fonte: FEFPEB

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Envases / Embalajes de Madera 20 de Octubre de 2011

Fefpeb promociona el uso de la madera en Europa

Alimarket Envase

La Federación Europea de paletas de madera y fabricantes de envases (Fefpeb), que representa a **más de 20 asociaciones y a unas 1.000 empresas**, ha anunciado una nueva campaña de relaciones públicas para promover el uso de la madera como materia prima para fabricar palés y embalajes. Bajo el eslogan **"Packaging from Nature"**, se comunicarán los beneficios económicos y ambientales del uso de la madera en los envases y palés, sobre todo en comparación con materiales alternativos como el plástico. Este organismo estima que el embalaje y los palés de madera generan anualmente en Europa un valor de **40.000 M€ y 500.000 puestos de trabajo**.



La campaña estará activa en todo el continente y para su difusión se ha creado la web **"www.packagingfromnature.com"**, con la información sobre los beneficios de la madera para el medio ambiente, preguntas sin respuesta sobre los plásticos, hechos y cifras clave sobre el uso de la madera, noticias, recursos multimedia, descargas y otros enlaces útiles. Gil Covey, presidente de Fefpeb, afirma que "la madera es la primera opción en la fabricación de estos productos de primera necesidad, ya que es mejor para el medio ambiente, es menos costosa y sostiene más puestos de trabajo que cualquier otro material de envasado".

Los embalajes sostenibles se reivindican

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INNOVACIONES PARA ETIQUETAJES, S.L.



www.ipe-innovaciones.com

Información Relacionada

NOTICIAS

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- 11/10/2011 Leve mejoría para los envases y palés de madera
- 15/09/2011 Netab refuerza su negocio en Méjico y Francia con la compra dos nuevas compañías
- 14/09/2011 Jornada de Fedemco sobre trazabilidad y ERP
- 01/09/2011 Estucheria Vargas presenta sus últimos diseños

INFORMES SECTORIALES

- 29/03/2011 Embalaje logístico: palés y contenedores de madera

www.alimarket.es

Empresas Relacionadas

La puede interesar

- MADERAS VICENTE CASTILLO E HIJOS, S.L.
Ir a web
- PALLET TAMA, S.L.
Ir a web
- EMBALAJES INVALGOS, S.A.
Ir a web

Spain
Alimarket.es
October 2011



Press Coverage



The screenshot shows the homepage of agronoticias.es. At the top, there is a banner for "MURCIA: Agricultura limpia" and "Your unique fresh produce partner". Below this, the main navigation bar includes "Inicio", "Precio Pos", "Top Bio", "Convenience", "Fotos", "Top Links", "El tiempo", "Radio Verde", "Publicidad", "Contacto", and "Aviso Legal". The main content area features a headline: "FEFPEB amplía la página web de 'Embalaje Natural'". The article text states: "La Federación Europea del Embalaje y Pallet de Madera (FEFPEB) ha puesto en marcha cuatro nuevas versiones lingüísticas de su página web, las cuales formarán parte de su campaña para promover la elección de la madera como materia prima de pallets y embalajes. La versión original en inglés de la página web fue lanzada en octubre del año pasado. Ésta incluye información sobre los beneficios del uso de la madera como materia prima de pallets y embalajes frente al plástico y otros, además de una sección con datos y estadísticas sobre el sector. A través de la sección de prensa, los visitantes también pueden descargar un dossier informativo, fotografías, así como mantenerse al día de las últimas noticias de FEFPEB. La página web estará ahora disponible en francés, alemán, español e italiano. Según Gil Covey, presidente de FEFPEB: 'La nueva página web es una herramienta que nos permite comunicar el mensaje de 'Embalaje Natural' en toda Europa. Animamos a todos nuestros miembros a hacer pleno uso del sitio para concienciar a sus clientes de las múltiples razones, ambientales y económicas, que se derivan del uso de la madera.' La página web forma parte de la campaña europea 'Embalaje Natural', que tiene como fin comunicar los beneficios medioambientales y económicos de utilizar madera en pallets y embalajes, especialmente en comparación con otros productos alternativos como el plástico o cartón. El objetivo de esta iniciativa es presentar a la industria un mensaje claro y consistente sobre el uso de la madera en todos los países representados por FEFPEB, como son Austria, Bélgica, Dinamarca, Francia, Alemania, Italia, Lituania, Países Bajos, Portugal, España, Suiza, Turquía y Reino Unido. Covey añade: 'Estimamos que sólo en Europa, cada año se realizan transacciones comerciales de pallets y embalajes de madera por valor de 40 billones de euros. En vista de la creciente competencia de otros materiales como el plástico, necesitamos garantizar que las empresas en Europa son conscientes de los claros beneficios del uso de la madera.' Fuente: FEFPEB".

On the right side of the page, there is a sidebar with a date and time: "Miércoles 28 de Marzo de 2012 11:24:15". Below this is a "Boletín Noticias" section with an email subscription form. Further down, there are logos for "FRUCHT HANDEL MAGAZIN FEDEMCO" and "bioline". At the bottom right, there is a "click here AgroPress of Switzerland" button and a "5 al día" logo.

On the left side of the page, there is a sidebar with a logo for "andalusion Fresh produce" and "FEPEX". Below this is a section for "Bta 15-18 Mayo 2012 BARCELONA TECNOLOGÍAS DE LA ALIMENTACIÓN www.bta-bcn.com". At the bottom of the sidebar, there are several radio buttons for "Otros temas de interés", "I+D+i", "Ferias y Congresos", and "Encuesta 2".

Spain
Agronoticias.es
March 2012



Press Coverage

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ClubDarwin.net » Marketing y Ventas » FEFPEB amplía la página web de "Embalaje Natural"

FEFPEB amplía la página web de "Embalaje Natural"

La Federación Europea del Embalaje y Pallet de Madera (FEFPEB) ha comprado puesto en marcha cuatro nuevas versiones lingüísticas de su página web, las cuales formarán parte de su campaña para promover la elección de la madera como materia prima de pallets y embalajes.

Viernes, Marzo 30, 2012

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La página web estará ahora disponible en francés, alemán, español e italiano. Según Oil Covey, presidente de FEFPEB: "La nueva página web es una herramienta que nos permite comunicar el mensaje de "Embalaje Natural" en toda Europa. Animamos a todos nuestros miembros a hacer pleno uso del sitio para concienciar a sus clientes de las múltiples razones, ambientales y económicas, que se derivan del uso de la madera."

La página web forma parte de la campaña europea "Embalaje Natural", que tiene como fin comunicar los beneficios medioambientales y económicos de utilizar madera en pallets y embalajes, especialmente en comparación con otros productos alternativos como el plástico o cartón.

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FEFPEB

Sección: Marketing

Etiquetas: madera, pallets, pagina web, FEFPEB, embalaje Natural

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Viernes, Marzo 30, 2012

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Alimentaria 2012

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Viernes, Marzo 30, 2012

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BÁRO presenta su nueva tecnología para desinfección alimentaria

Viernes, Marzo 30, 2012

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Coca-Cola Hellenic se reestructura para minimizar impacto de la crisis griega

Viernes, Marzo 30, 2012

Coca-Cola Hellenic Bottling Co busca reorganizar su estructura interna con el fin de desembarcarse de la crisis económica... [+]más

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Viernes, Marzo 30, 2012

Coca-Cola Iberia (www.cocacola.es), de la mano de Gigigo Mobile Services (www.gigigo.com), lanza SmileWorld con motivo del II... [+]más

Spain and Latin America
ClubDarwin.net
March 2012



Press Coverage

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Miércoles 28-03-2012

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EMPRESAS

FEFPEB amplía la página web de Embalaje Natural

Miércoles 28-03-2012

La Federación Europea del Embalaje y Pallet de Madera (FEFPEB), que actualmente representa a más de 20 asociaciones, ha puesto en marcha cuatro nuevas versiones lingüísticas de su página web, las cuales formarán parte de su campaña para promover la elección de la madera como materia prima de pallets y embalajes.

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La página web estará ahora disponible en francés, alemán, español e italiano. Según Gil Covey, presidente de la federación, "la nueva página web es una herramienta que nos permite comunicar el mensaje de "Embalaje Natural" en toda Europa. Animamos a todos nuestros miembros a hacer pleno uso del sitio para concienciar a sus clientes de las múltiples razones, ambientales y económicas, que se derivan del uso de la madera."

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Covey añade que "sólo en Europa, cada año se realizan transacciones comerciales de pallets y embalajes de madera por valor de 40 billones de euros. En vista de la creciente competencia de otros materiales como el plástico, necesitamos garantizar que las empresas en Europa son conscientes de los claros beneficios del uso de la madera."

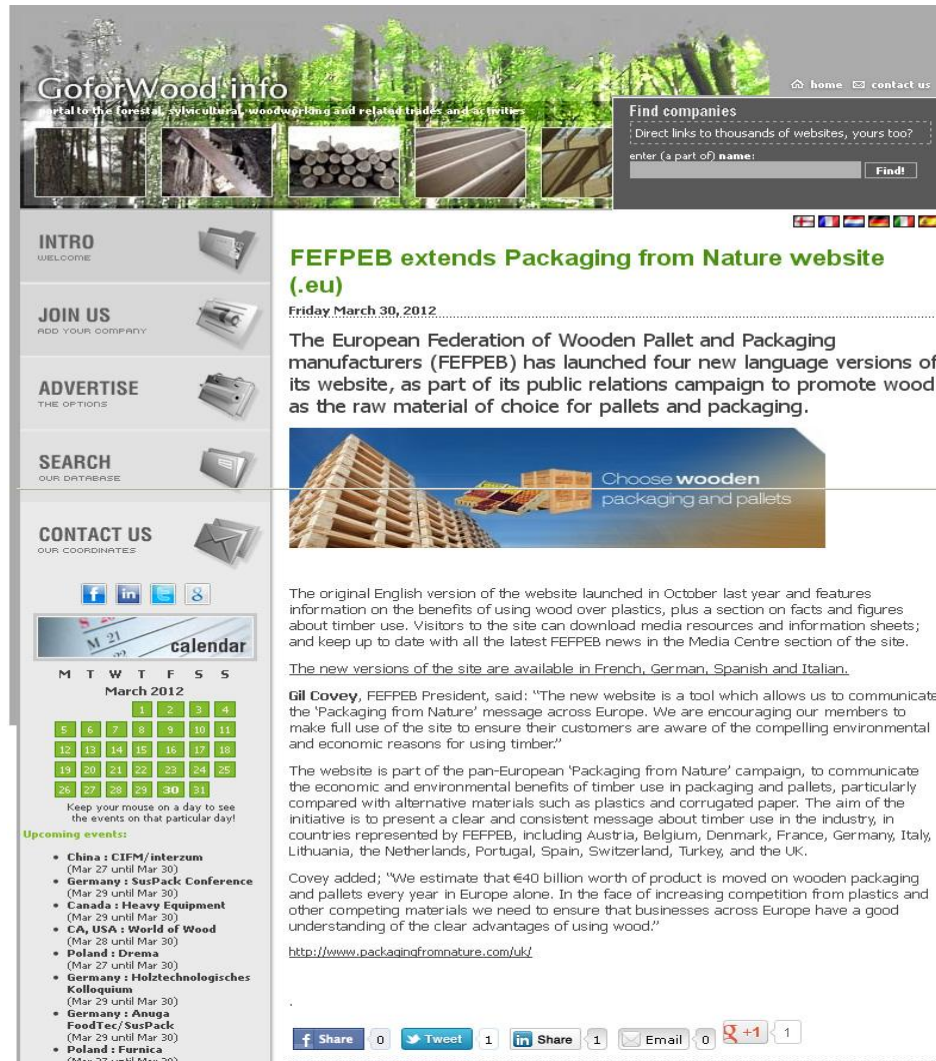
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Spain
Financialfood.es
March 2012



Press Coverage



GoforWood.info
portal to the forestal, silvicultural, woodworking and related trades and activities

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FEFPEB extends Packaging from Nature website (.eu)
Friday, March 30, 2012

The European Federation of Wooden Pallet and Packaging manufacturers (FEFPEB) has launched four new language versions of its website, as part of its public relations campaign to promote wood as the raw material of choice for pallets and packaging.

Choose wooden packaging and pallets

The original English version of the website launched in October last year and features information on the benefits of using wood over plastics, plus a section on facts and figures about timber use. Visitors to the site can download media resources and information sheets; and keep up to date with all the latest FEFPEB news in the Media Centre section of the site.

The new versions of the site are available in French, German, Spanish and Italian.

Gil Covey, FEFPEB President, said: "The new website is a tool which allows us to communicate the 'Packaging from Nature' message across Europe. We are encouraging our members to make full use of the site to ensure their customers are aware of the compelling environmental and economic reasons for using timber."

The website is part of the pan-European 'Packaging from Nature' campaign, to communicate the economic and environmental benefits of timber use in packaging and pallets, particularly compared with alternative materials such as plastics and corrugated paper. The aim of the initiative is to present a clear and consistent message about timber use in the industry, in countries represented by FEFPEB, including Austria, Belgium, Denmark, France, Germany, Italy, Lithuania, the Netherlands, Portugal, Spain, Switzerland, Turkey, and the UK.

Covey added; "We estimate that €40 billion worth of product is moved on wooden packaging and pallets every year in Europe alone. In the face of increasing competition from plastics and other competing materials we need to ensure that businesses across Europe have a good understanding of the clear advantages of using wood."

<http://www.packagingfromnature.com/uk/>

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European
GoforWood.info
March 2012



Press Coverage



FEFPEB amplía la página web de "Embalaje Natural"



Jueves, 29 de marzo de 2012

La Federación Europea del Embalaje y Palet de Madera ha puesto en marcha cuatro nuevas versiones lingüísticas de su página web, que formarán parte de su campaña para promover la elección de la madera como materia prima de palets y embalajes.

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FEFPEB.

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Según Gil Covey, presidente de FEFPEB, "La nueva página web es una herramienta que nos permite comunicar el mensaje de "Embalaje Natural" en toda Europa. Animamos a todos nuestros miembros a hacer pleno uso del sitio para concienciar a sus clientes de las múltiples razones, ambientales y económicas, que se derivan del uso de la madera."

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El objetivo de esta iniciativa es presentar a la industria un mensaje claro y consistente sobre el uso de la madera en todos los países representados por FEFPEB, como son Austria, Bélgica, Dinamarca, Francia, Alemania, Italia, Lituania, Países Bajos, Portugal, Suiza, Turquía, Reino Unido y España (representada en este Foro por FAPROMA -Asociación Española de Fabricantes de Paletas y Productos de Madera para la Mantenición).

Covey añade: "Estimamos que sólo en Europa, cada año se realizan transacciones comerciales de palets y embalajes de madera por valor de 40 billones de euros. En vista de la creciente competencia de otros materiales como el plástico, necesitamos garantizar que las empresas en Europa son conscientes de los claros beneficios del uso de la madera."

Spain
Madera Sostenible
March 2012



Press Coverage

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Nº 99 :: | 1 Berries | 2 Espárragos | 3 IV Gama | 4 Lechuga | 5 Varios |
Viernes, 30 de Marzo de 2012
English version

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Última hora
English version

INFORMACIÓN

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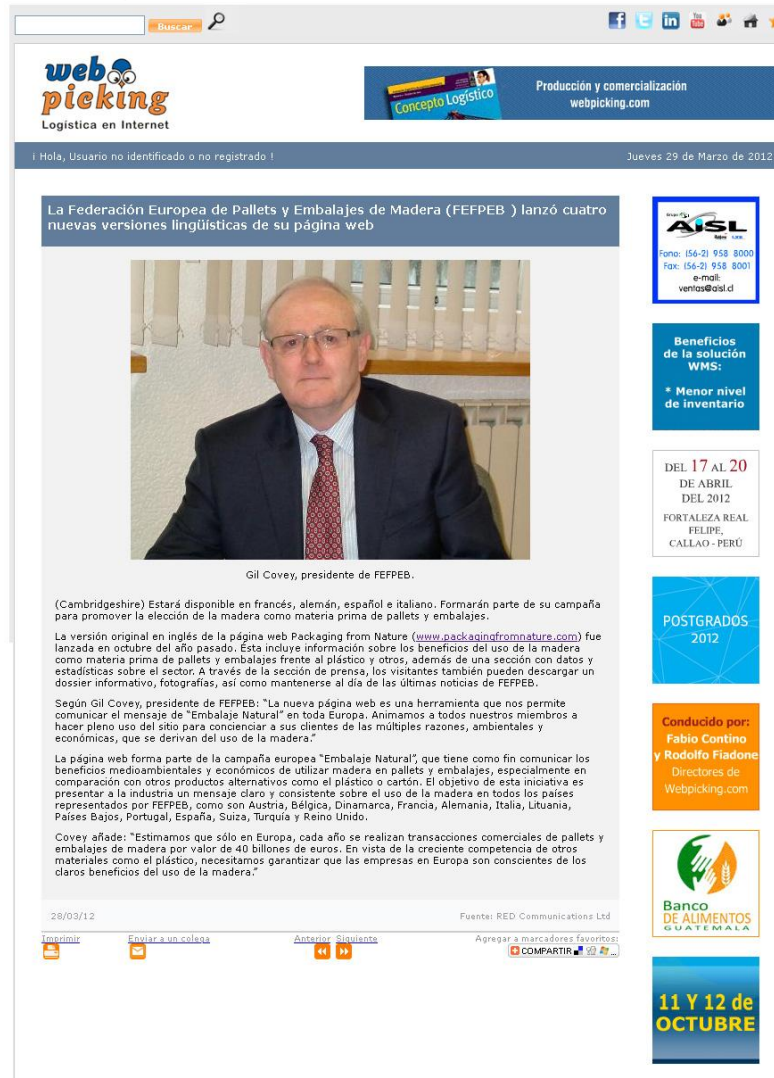
La página web forma parte de la campaña europea "Embalaje Natural", que tiene como fin comunicar los beneficios medioambientales y económicos de utilizar madera en pallets y embalajes, especialmente en comparación con otros productos alternativos como el plástico o cartón. El objetivo de esta iniciativa es presentar a la industria un mensaje claro y consistente sobre el uso de la madera en todos los países representados por FEFPEB, como son Austria, Bélgica, Dinamarca, Francia, Alemania, Italia, Lituania, Países Bajos, Portugal, España, Suiza, Turquía y Reino Unido.

Covey añade: "Estimamos que sólo en Europa, cada año se realizan transacciones comerciales de pallets y embalajes de madera por valor de 40 billones de euros. En vista de la creciente competencia de otros materiales como el plástico, necesitamos garantizar que las empresas en Europa son conscientes de los claros beneficios del uso de la madera."

Versión imprimible
Enviar noticia



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The screenshot shows a web browser displaying an article on the website 'webpicking.com'. The article is titled 'La Federación Europea de Pallets y Embalajes de Madera (FEFPEB) lanzó cuatro nuevas versiones lingüísticas de su página web'. It features a photo of Gil Covey, president of FEFPEB, and text in Spanish detailing the launch of new website versions in French, German, Spanish, and Italian. The article also mentions the 'Embalaje Natural' campaign and the benefits of using wood for pallets and packaging. The website header includes the 'webpicking' logo and navigation links. The footer shows the date '28/03/12' and the source 'Fuente: RED Communications Ltd'.

Spanish speaking countries
 Webpicking.com
 March 2012



Press Coverage



feim
impulsamadera

feim | la madera | documentación | actualidad

Acceso usuarios Contacto

Español English

FEFPEB amplía la página web de "Embalaje Natural"

La Federación Europea del Embalaje y Palet de Madera ha puesto en marcha cuatro nuevas versiones lingüísticas de su página web, que formarán parte de su campaña para promover la elección de la madera como materia prima de palets y embalajes.

La versión original en inglés de la página web fue lanzada en octubre del año pasado. Ésta incluye información sobre los beneficios del uso de la madera como materia prima de palets y embalajes frente al plástico y otros, además de una sección con datos y estadísticas sobre el sector.

A través de la sección de prensa, los visitantes también pueden descargar un dossier informativo, fotografías, así como mantenerse al día de las últimas noticias de FEFPEB.

La página web estará ahora disponible en francés, alemán, español e italiano.

Según Gil Covey, presidente de FEFPEB, "La nueva página web es una herramienta que nos permite comunicar el mensaje de "Embalaje Natural" en toda Europa. Animamos a todos nuestros miembros a hacer pleno uso del sitio para concienciar a sus clientes de las múltiples razones, ambientales y económicas, que se derivan del uso de la madera."

La página web forma parte de la campaña europea "Embalaje Natural", que tiene como fin comunicar los beneficios medioambientales y económicos de utilizar madera en palets y embalajes, especialmente en comparación con otros productos alternativos como el plástico o cartón.

El objetivo de esta iniciativa es presentar a la industria un mensaje claro y consistente sobre el uso de la madera en todos los países representados por FEFPEB, como son Austria, Bélgica, Dinamarca, Francia, Alemania, Italia, Lituania, Países Bajos, Portugal, Suiza, Turquía, Reino Unido y España (representada en este Foro por FAPROMA -Asociación Española de Fabricantes de Paletas y Productos de Madera para la Manutención).

Covey añade: "Estimamos que sólo en Europa, cada año se realizan transacciones comerciales de palets y embalajes de madera por valor de 40 billones de euros. En vista de la creciente competencia de otros materiales como el plástico, necesitamos garantizar que las empresas en Europa son conscientes de los claros beneficios del uso de la madera."

impulsamadera

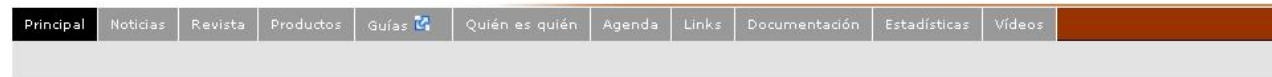
- Carpintería ASCIMA
- Casas de Madera AFCCM
- Madera laminada AFML
- Palets, envases y embalajes de madera FAPROMA
- Parquet ANFP
- Panel Sandwich AEPAM
- Puertas de madera ANFPM
- Tableros alistonado ANFA
- Traviesas de madera ASTRAMA
- Ventanas de madera ASOMA
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Nº 2609

día: 28 mes: marzo año: 2012



Noticia destacada

Fefpeb amplía la página web de "Embalaje Natural"

Tecnimadera Digital.- La Federación Europea del Embalaje y Pallet de Madera (Fefpeb) ha puesto en marcha cuatro nuevas versiones lingüísticas de su página web, las cuales formarán parte de su campaña para promover la elección de la madera como materia prima de pallets y embalajes. La web (www.packagingfromnature.com) estará ahora disponible en francés, alemán, español e italiano.

La versión original en inglés de la página web fue lanzada en octubre del año pasado, incluyendo información sobre los beneficios del uso de la madera como materia prima de pallets y embalajes frente al plástico y otros, además de una sección con datos y estadísticas sobre el sector. A través de la sección de prensa, los visitantes también pueden descargar un dossier informativo y fotografías, así como mantenerse al día de las últimas noticias de Fefpeb.

Según Gil Covey, presidente de Fefpeb, "la nueva página web es una herramienta que nos permite comunicar el mensaje de "Embalaje Natural" en toda Europa. Animamos a todos nuestros miembros a hacer pleno uso del sitio para concienciar a sus clientes de las múltiples razones, ambientales y económicas, que se derivan del uso de la madera"

El sitio online forma parte de la campaña europea "Embalaje Natural", que tiene como fin comunicar los beneficios medioambientales y económicos de utilizar madera en pallets y embalajes, especialmente en comparación con otros productos alternativos como el plástico o cartón. El objetivo de esta iniciativa es presentar a la industria un mensaje claro y consistente sobre el uso de la madera en todos los países representados por Fefpeb, como son Austria, Bélgica, Dinamarca, Francia, Alemania, Italia, Lituania, Países Bajos, Portugal, España, Suiza, Turquía y Reino Unido.

"Estimamos que sólo en Europa, cada año, se realizan transacciones comerciales de pallets y embalajes de madera por valor de 40 billones de euros", asegura Gil Covey. "En vista de la creciente competencia de otros materiales como el plástico, necesitamos garantizar que las empresas en Europa son conscientes de los claros beneficios del uso de la madera"

Spain
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April 2012



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Volver a la página de inicio > Noticias del sector > La FEFPEB perfecciona la página web del "embalaje natural".

España 02/04/2012

La FEFPEB perfecciona la página web del "embalaje natural".

Select Language

La Federación Europea de Fabricantes de Paletas y Embalajes de Madera (FEFPEB) ha puesto en marcha cuatro nuevas versiones de su página web.

Para promover la elección de la madera como materia prima para las paletas y los embalajes, la FEFPEB ha puesto en marcha cuatro nuevas versiones lingüísticas de su página web. Después de la versión en Inglés lanzada el pasado octubre, la página web está ahora disponible en francés, alemán, español e italiano: www.packagingfromnature.com.

La página web ofrece información sobre los beneficios del uso de la madera como materia prima en comparación con el plástico. Incluye una sección de estadísticas y datos sobre el sector.

Actualmente, la FEFPEB representa a más de 20 organizaciones que suman un total de más de 1,000 empresas en Austria, Bélgica, Dinamarca, Francia, Alemania, Italia, Lituania, los Países Bajos, Portugal, España, Suiza, Turquía y el Reino Unido. El mercado europeo de paletas y embalajes de madera se estima en 40 millones de euros.

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- Les Fruits du Sud SARL - Francia - 1. Melocoton Nectarinas - 2. Ciruela - 3. Melón
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Dutch Language Coverage

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epVisie Nr 31 juni 2011

Uitgave van de Nederlandse Emballage- en Palletindustrie Vereniging

In deze EPVisie:

- Keuze voor EPV-lid is keuze voor MVO
- Wat is CoC-certificering?
- Seminar Hout: grondstof versus brandstof
- Nieuwe voorzitter PHN

Europese pr-campagne: Imagoverbetering voor hout

Hout is de meest duurzame, milieuvriendelijke grondstof voor verpakkingen. Wie daar nog aan twijfelt, moet de komende twee jaar overtuigd worden door een omvangrijke Europese pr-campagne van de FEFPEB.

De FEFPEB, de Europese koepelfederatie voor de houten emballage- en verpakkingindustrie, wil de marktpositie van houten verpakkingen beschermen, versterken en een tegenoffensief bieden voor de aanvallen op hout als grondstof voor verpakkingen. In debatten over verpakkinggrondstoffen worden veelal oneigenlijke en onjuiste argumenten gebruikt tegen hout. De nieuwe pr-campagne, ontwikkeld door het Engelse bureau Red Communications, komt met objectieve en correcte argumenten en benadrukt de duurzame kwaliteiten van hout.

Tact sheets
Verder komen er zogenaamde fact sheets in de vijf FEFPEB-talen over belangrijke thema's rondom houten verpakkingen, zoals hernieuwbare grondstoffen, de verschillen met kunststof varianten, milieuoordelen en werkgelegenheid. De fact sheets dragen de standpunten van de FEFPEB uit en zijn als pdf's te downloaden vanaf de campagnewebsite.

Rol van EPV
Voor het slagen van de Europese pr-campagne is de betrokkenheid van de individuele FEFPEB-leden heel belangrijk. De EPV ondersteunt de pr-campagne van harte en vormt de Nederlandse vertegenwoordiging: zij draagt financieel bij en heeft mede input geleverd voor de inhoud van de campagne. Voor meer informatie over de pr-campagne kunt u contact opnemen met Willem-Jan Lieve van de EPV.

Campagne logo & -website
Speciaal voor de pr-campagne heeft Red Communications een logo ontwikkeld dat in één oogopslag de duurzaamheid van hout verbeeldt: een groene boom/omgekeerd hart met daaronder de tekst 'Natuurlijke verpakkingen' (voor elk aangesloten land in de eigen taal). De kern van de campagne wordt gevormd door de speciale campagnewebsite die binnenkort online gaat: www.packagingfromnature.com
Deze website is gebouwd in de vijf FEFPEB-talen - Duits, Engels, Frans, Italiaans en Spaans - en biedt uitgebreide informatie voor de verschillende doelgroepen, waaronder journalisten, beleidsmakers en leden van nationale verenigingen binnen de FEFPEB. Naast heldere argumenten waarom het verantwoord is om houten verpakkingen te gebruiken, stelt de site beeldmateriaal, persberichten en andere campagne-uitingen beschikbaar om te downloaden.

Persdienst
Red Communications heeft een Europese persdienst opgezet die vragen vanuit de internationale media over hout en de pr-campagne zal beantwoorden. Indien nodig, kan de persdienst vragen doorspelen aan woordvoerders uit de vijftien landen aangesloten bij de FEFPEB. Maar de persdienst heeft ook een proactieve rol: waar mogelijk zoekt zij kansen om de positieve kwaliteiten van hout te benadrukken. De dienst zal regelmatig persberichten rondsturen naar relevante vakbladen in de houtbranche en naar nationale media in de vijftien FEFPEB-landen.



Press Coverage

'Verbetering van imago houten verpakkingen'



Na de zomer start de FEFPB, de Europese koepelorganisatie voor de houten emballage- en verpakkingindustrie, met de campagne 'Packaging from Nature'. Daarmee moeten er meer de milieuvriendelijkheid en duurzaamheid van houten verpakkingen worden gewaardeerd, aldus de VISIE van Willem-Jan Lieve van de Nederlandse Emballage- en Palletindustrievereniging EPIV.

'Deze campagne gaat uit van de eigen kracht van houten verpakkingen. Houten pallets en kisten zijn voor een hoop toepassingen geschikt, maar dat is nog niet bij iedereen bekend. De FEFPB heeft het Britse bureau Red Communications ingeschakeld om een campagne op te zetten die het imago van houten verpakkingen moet verbeteren. Hoewel we dus uitgaan van onze eigen kracht, kunnen we er niet aan voorbij dat er nu nog vanuit de plastic palletindustrie veel onjuiste beweringen worden gedaan, zoals via de website pallettruth.com. Daar wordt beweerd dat houten pallets ten opzichte van de kunststof varianten brandgevaarlijker en schadelijker voor het milieu zijn, terwijl hout juist de enige echt biologisch afbreekbare grondstof is en houten verpakkingen tijdens hun levensduur CO2 vasthouden. Er wordt echter ook beweerd dat houten pallets gevaarlijk zouden zijn om mee te werken en ongeschikt voor gebruik in de voedselindustrie.

Het is jammer dat houten verpakkingen op die manier worden aangevallen, maar dat betekent niet dat wij met onze campagne modder terug gaan gooien. Dat zie je in Amerika gebeuren en niemand heeft daar baat bij. Wat we wel willen doen is onjuiste en ongefundeerde beweringen weerleggen en nuanceren. Op het gebied van voedselveiligheid blijkt uit onderzoek dat het in de praktijk niet uitmaakt of een pallet van hout of plastic is. We kennen de beperkingen van hout, zo moet je in de voedselindustrie bijvoorbeeld alleen nieuwe pallets gebruiken. Maar voor veruit de meeste toepassingen is hout minimaal net zo geschikt als andere materialen, en het is nog altijd de goedkoopste oplossing.

Naar verwachting gaat de campagne na de zomer van start, dan wordt ook de website www.packagingfromnature.com gelanceerd in vijf talen. Een deel van de informatie is nu al te vinden op www.duurzamehoutverpakkingen.nl. Daarnaast wordt er een Europese persdienst ingesteld en krijgen alle lidorganisaties van de FEFPB fact sheets in hun eigen taal. Deze bevatten onder meer kerngegevens over hout, informatie over duurzaam bosbouwbeheer en het standpunt van onze industrie over het inzetten van hout voor energie, dat wat ons betreft pas aan het einde van de levenscyclus gebeurt. Op al die manieren willen we vanuit de kracht van houten verpakkingen de marktpositie en de reputatie ervan versterken. ■

Spiegeltje aan de wand

Ogen zijn de spiegels van de ziel, moet de Portugese architect Jorge Sousa Santos gedacht hebben toen hij een opticien- en brillenzaak ontwierp in de plaats Beja.



Het interieur van de drie bouwlagen hoge winkel heeft zowel in hard maple, de Amerikaanse esdoornsoort, waarmee de grote wanden en de vloeren zijn afgewerkt. Tegen de houten muren zijn telkens een veelheid aan kleine drasierde spiegels bevestigd, die zowel ruttig zijn als functioneel omdat ze ook de gemaakte brillen op hun plaats houden.

De architect wilde met zijn ontwerp

eenheid brengen in het interieur en lossen een nieuwe manier verzinnen om brillen te capteren. Het formaat en de uitvoering van de spiegels verwijst naar de rondespiegels in de onderwaaier kapperszakken. De lino Macados werd ingeschakeld voor de fabricage en montage van de wand- en vloerdelen. Het Amerikaanse esdoorn werd gezegd in stukken van 120 bij 15 mm en voorzien van een laag vernis. ■



PHOTO: MANUELOUTAMARQUES

Press Coverage

Verpakkingen in de kijker

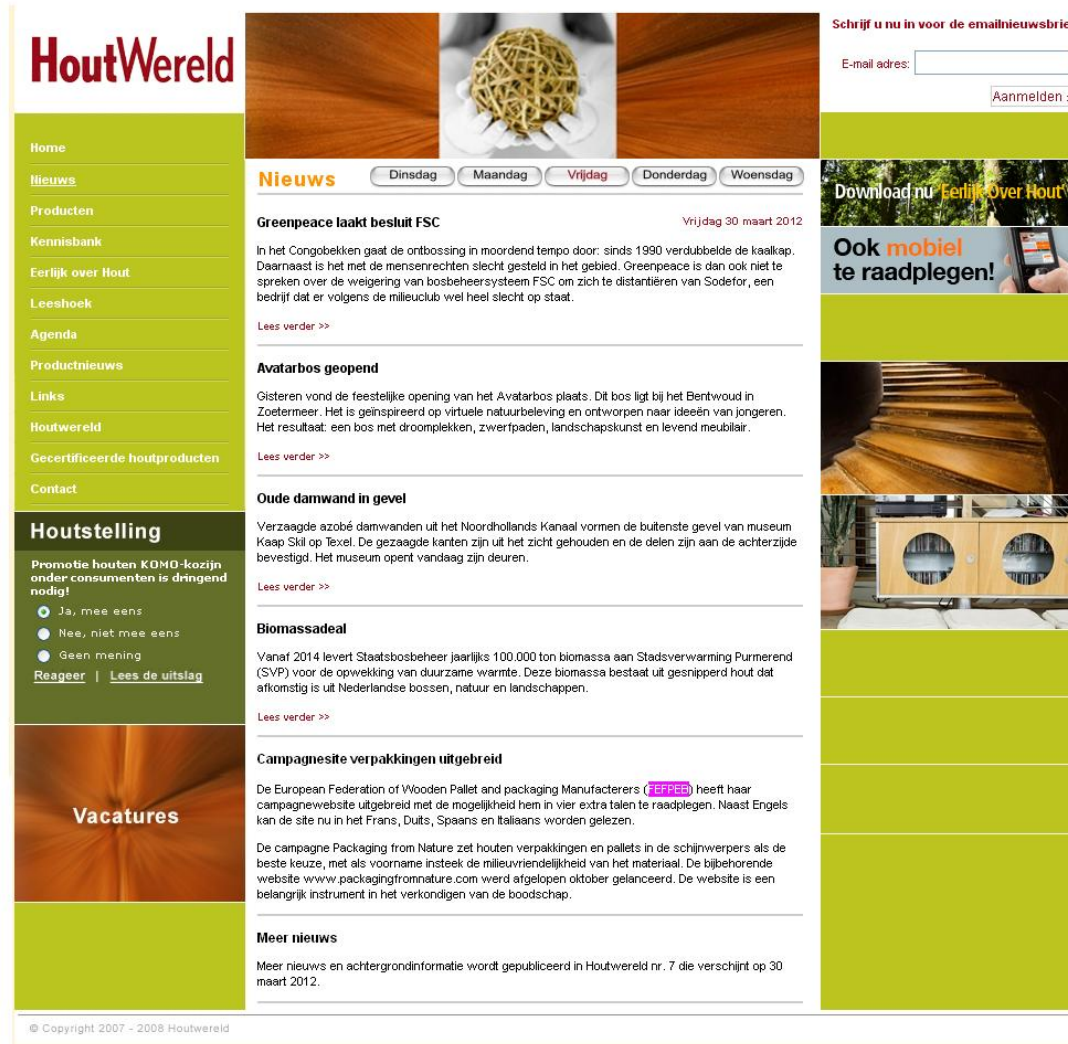
De FEFPEB, de Europese koepelorganisatie voor de producenten van houten pallets en verpakkingen, is een campagne gestart om deze producten verder te promoten.

'Packaging from Nature', zoals de campagne heet, is geïnitieerd door de FEFPEB en de meer dan twintig nationale brancheorganisaties die bij de paraplu-organisatie aangesloten zijn. Onder hen bevindt zich de Nederlandse Embellege- en Palletindustrievereniging, de EPV. De campagne moet de milieuvriendelijkheid en duurzaamheid van houten pallets, kisten en overige verpakkingen onder de aandacht gaan brengen. Middels een website, factsheets en persberichten worden de economische en ecologische sterke kanten van hout als ruwe grondstof onder de aandacht gebracht, niet alleen op zichzelf maar ook in vergelijking met andere materialen zoals kunst-

stof. Campagnewebsite: www.packagingfromnature.com ■



Press Coverage



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● Nee, niet mee eens
● Geen mening
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Vacatures

Nieuws Dinsdag Maandag **Vrijdag** Donderdag Woensdag

Greenpeace laakt besluit FSC Vrijdag 30 maart 2012
In het Congobekken gaat de ontbossing in moordend tempo door: sinds 1990 verdubbelde de kaalkap. Daarnaast is het met de mensenrechten slecht gesteld in het gebied. Greenpeace is dan ook niet te spreken over de weigering van bosbeheersysteem FSC om zich te distantiëren van Sodefor, een bedrijf dat er volgens de milieuclub wel heel slecht op staat.
Lees verder >>

Avatarbos geopend
Gisteren vond de feestelijke opening van het Avatarbos plaats. Dit bos ligt bij het Bentwoud in Zoetermeer. Het is geïnspireerd op virtuele natuurbeleving en ontworpen naar ideeën van jongeren. Het resultaat: een bos met droomplekken, zwertpaden, landschapskunst en levend meubilair.
Lees verder >>

Oude damwand in gevel
Verzaagde azobé damwanden uit het Noordhollands Kanaal vormen de buitenste gevel van museum Kaap Skil op Texel. De gezaagde kanten zijn uit het zicht gehouden en de delen zijn aan de achterzijde bevestigd. Het museum opent vandaag zijn deuren.
Lees verder >>

Biomassadeal
Vanaf 2014 levert Staatsbosbeheer jaarlijks 100.000 ton biomassa aan Stadsverwarming Purmerend (SVP) voor de opwekking van duurzame warmte. Deze biomassa bestaat uit gesnipperd hout dat afkomstig is uit Nederlandse bossen, natuur en landschappen.
Lees verder >>



Campagnesite verpakkingen uitgebreid
De European Federation of Wooden Pallet and packaging Manufacturers (EFPPM) heeft haar campagnewebsite uitgebreid met de mogelijkheid hem in vier extra talen te raadplegen. Naast Engels kan de site nu in het Frans, Duits, Spaans en Italiaans worden gelezen.
De campagne Packaging from Nature zet houten verpakkingen en pallets in de schijnwerpers als de beste keuze, met als voorname insteek de milieuvriendelijkheid van het materiaal. De bijbehorende website www.packagingfromnature.com werd afgelopen oktober gelanceerd. De website is een belangrijk instrument in het verkondigen van de boodschap.
Meer nieuws
Meer nieuws en achtergrondinformatie wordt gepubliceerd in Houtwereld nr. 7 die verschijnt op 30 maart 2012.

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Twitter Coverage

2011 / 2012

Tweets from March

- @Revista IDE, a magazine on Packaging based in Madrid: “FEFPEB amplía la página web de “Embalaje Natural”, packagingfromnature.com”
- @Godwin Oyewoleturner, a website giving advice on how to earn money based in New-York: “FEFPEB Extends ‘Packaging from Nature’ Website (link)”
- @EcoOwners, an ecological association based in South America: “Medio Ambiente – Packaging from Nature – Environment (link)”