



PPC and NAPA Merge

New Alliance Creates Expanded, Strengthened Industry Association

SPRINGFIELD, MA—The Paperboard Packaging Council (PPC) and the North American Packaging Association (NAPA) have merged, creating a united, North American-based packaging industry association. The new association will move forward as the Paperboard Packaging Council, offering expanded member benefits and a strengthened industry voice.

“This is one of the most historic, extremely significant moments in PPC’s eighty-plus year history,” said PPC Board Chair Tony Petrelli. “This merger expands and enhances the work, resources, and impact of our association at a critical time in the packaging industry.”

“It’s a win-win for industry and association members,” said NAPA Board Chair Dave Ellis. “The synergy established between these two associations throughout the years helped create this unique opportunity to unite as a larger, stronger, and better-positioned voice to address the challenges of our ever-changing global marketplace.”

The merger brings together nearly 200 leading paperboard packaging industry companies, creating a unique set of new opportunities for industry converters and suppliers.

“This was truly a member-driven event,” said Steven Levkoff, current PPC vice board chair and incoming board chair. “The shared perspective of experience, industry persistence, and commitment to success created this unique opportunity to unite the industry in a new way, as one voice.”

Moving forward, the new PPC will draw on its expanded resources and potential.

“At a time when many are thinking smaller, this boosts PPC’s momentum and capacity for progress,” said PPC President Ben Markens. “It exponentially expands member benefits as well as educational, networking, and marketing opportunities for all members.”

The merger becomes effective February 19, 2010. Further details will be announced in the coming months.

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