



## **WestRock Advances Fiber-based Packaging as Part of 4evergreen Alliance**

ATLANTA (February 27, 2020) – WestRock (NYSE: WRK), a leading provider of differentiated paper and packaging solutions, today announced it has joined the Confederation of European Paper Industries’ (Cepi) 4evergreen alliance. The alliance is designed to promote the role fiber and fiber-based packaging plays in building a circular economy – from sequestering carbon in forests and promoting responsible land management to creating products that are either renewable, reusable or biodegradable.

Cepi created the 4evergreen alliance as a forum for members from across the fiber-based packaging value chain to engage with one another on generating awareness of the benefits of fiber-based packaging materials, advocating for European legislation supporting product design for recyclability and stimulating the development of optimized collection systems and appropriate recycling infrastructures.

As a member of the alliance, WestRock will collaborate with other paper and board producers and packaging converters, as well as brand-owners and retailers, technology and material suppliers, waste sorters and collectors, by sharing expertise and ideas for developing packaging alternatives.

“Fiber is a renewable resource that is at the heart of the circular economy,” said Patrick Lindner, chief innovation officer and president of consumer packaging for WestRock. “The 4evergreen alliance is an exciting opportunity for the entire industry to work together to promote the value of fiber-based packaging and demonstrate our shared commitment to creating a more sustainable future for everyone.”

### **About WestRock**

WestRock (NYSE: WRK) partners with our customers to provide differentiated paper and packaging solutions that help them win in the marketplace. WestRock’s team members support customers around the world from locations spanning North America, South America, Europe, Asia and Australia. Learn more at [www.westrock.com](http://www.westrock.com).

### **About Cepi**

Cepi is the European association representing the paper industry. We offer a wide range of renewable and recyclable wood-based fiber 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.

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