



Essential.
Renewable.
Circular.

PRESS RELEASE

Brussels, Belgium, 22 January 2025

Introducing the Food and Beverage Carton Alliance: A leading voice for essential, renewable, and circular beverage carton solutions

The Food and Beverage Carton Alliance (FBCA), an association formed from the merger of two established organizations, is proud to announce its launch as a unified platform dedicated to advancing beverage cartons as essential, renewable, and circular packaging solutions.

The organization is the result of the merger of ACE (The Alliance for Beverage Cartons and the Environment) and EXTR:ACT, two European associations that have championed beverage cartons as a sustainable packaging solution and the industry's work in ensuring they are collected and recycled.

With a vision to expand beyond Europe, FBCA aspires to unite beverage carton manufacturers and their paperboard suppliers in driving sustainable packaging solutions that enhance food security, reduce waste, and advance low-carbon circular economies.

An Ambition for a Sustainable Future

Food and beverage cartons as essential components of resilient food systems. By leveraging renewable resources and continuously improving their environmental performance, food and beverage cartons play a crucial role in extending the shelf life of perishable foods, reducing waste, and ensuring safety and quality for consumers worldwide.

"Our industry is working tirelessly in designing fully renewable and sustainable packaging solutions that meet the needs of both consumers and the planet," Patrick Verhelst, President of the FBCA Board said. "We are excited to expand globally and champion the role of beverage cartons in building a more resilient, low-carbon future."



New Board Announced

The newly elected FBCA Board representing its five founding members includes:

- Patrick Verhelst, President FBCA and Senior Director of Business Development, Elopak;
- Ulrika Wedberg, Vice President FBCA and Executive Vice-President Sustainability & Public Affairs, Billerud;
- Karina Boers, Head of Sustainability Development, SIG;
- Tamara Bullock, Director Corporate Affairs, Europe and Americas, Tetra Pak;
- Erik Hallberg, Vice-President Coating, Converting and Digital Technology, Stora Enso

“Through FBCA’s Global Centers of Expertise, Advocacy and Communications, we will provide the evidence and benchmarks needed to lead the way in sustainability progress,” said Annick Carpentier, FBCA Executive Director of Global Advocacy. “We look forward to working with global partners in driving a circular bioeconomy, maximizing functionality and efficiency along the life cycle.”

FBCA unites industry leaders and global stakeholders in ensuring the long-term viability of a thriving food and beverage carton sector, optimizing the performance of the life cycle of food and packaging systems. Together, FBCA will contribute its knowledge, expertise and leadership to develop robust regulatory frameworks for food packaging worldwide.

The association remains based in Brussels, Belgium.

Learn more at:

- <https://fbcaglobal.com>
- <https://www.linkedin.com/company/FBCAglobal>
- <https://x.com/fbcaglobal>



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Information about FBCA

The Food and Beverage Carton Alliance (FBCA) is a global platform uniting beverage carton manufacturers and their paperboard suppliers. Formed from the merger of ACE and EXTR:ACT, FBCA advocates for beverage cartons as safe, circular, and sustainable packaging solutions that contribute to resilient food systems and low-carbon, circular economies.