



## **FOR IMMEDIATE RELEASE**

### **Opportunities For Building Sustainable Revenue Streams with Recycled Paper Products in Latin America**

*Asia Pulp & Paper to Host Latin America Edu-Webinar to Explore High Demand, High Growth Paper Categories*

**Mexico City, Mexico - June 15, 2021**, Asia Pulp & Paper (APP) has announced the second in a series of Edu-Webinars specific to Latin America. The event will provide insights into new sustainable revenue streams and emerging trends for paper merchants, distributors, printers, converters, and retailers in fulfilling the demand for sustainably paper products.

The 30-minute session will also explore the growing movement towards more sustainable and recycled paper options as consumers and retail brands seek more environmentally friendly paper options as they transition away from plastics. APP will also share go-to-market strategies and discuss commercial solutions designed to capture the emerging sustainable marketplace.

DATE: Tuesday June 29th, 2021

Time: 11am Eastern Time/10am Central/8am Pacific

[Webinar Registration](#)

“High quality recycled paper products have become a game changer and are quickly becoming the new normal within our industry.” said Anthony Atamimi, Sales Director, Latin America, Asia Pulp & Paper.

“We encourage our partners to embrace these innovative trends to best capitalize on the revitalized revenue stream.”

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#### **About APP Sinar Mas**

APP Sinar Mas is a trade name for a group of pulp and paper manufacturing companies in Indonesia and China. APP is responsible for delivering quality products to meet the growing global demand for tissue, packaging and paper, with an annual combined pulp, paper, packaging product and converting capacity of over 19 million tons per annum. On any given day, APP’s products find their way into the hands of consumers in various branded forms from all over the world.

Ensuring supply chain integrity and commitment to the Sustainable Roadmap Vision 2030 are crucial to APP’s operations. Learn more about APP’s path to operational excellence by reading our Sustainability Reports and Forest Conservation Policy at [www.asiapulppaper.com](http://www.asiapulppaper.com).



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