



## **FOR IMMEDIATE RELEASE**

### **Asia Pulp & Paper to Host First Latin America Webinar Addressing New Packaging Opportunities in a Non-Plastic World**

**Jakarta, September 14, 2020**, Asia Pulp & Paper (APP) has announced the first in a series of Latin America webinars addressing the emerging opportunities created for paper merchants, distributors and converters, as consumers, governments, and global brands eliminate plastic from all packaging.

The event taking place on Wednesday September 23<sup>rd</sup>, 2020 at 11am Eastern Time/10am Central/8am Pacific will explore the sustainable trends and market drivers as consumer brands shift away from plastic based packaging. The session will also explore the evolving role of the paper sector and the opportunities created via this global movement towards more recyclable, biodegradable and compostable products.

“There is a new value chain within our industry, paper buyers, distributors, and converters are no longer simple suppliers, but have and are transitioning into a strategic advisors and business partners,” said Anthony Atamimi, Sales Director, Latin America, Asia Pulp & Paper. “Sustainability is now a reality within our industry, consumer brands need non-plastic packaging today and it’s up to all of us within the paper industry to innovate and deliver those high-demand solutions, aligning both sustainability and business objectives.”

Participants can register online at:

[https://us02web.zoom.us/webinar/register/WN\\_OSVE8Z6DRFOGNFV-O78o5g](https://us02web.zoom.us/webinar/register/WN_OSVE8Z6DRFOGNFV-O78o5g)

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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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