



**PRESS RELEASE**  
**25 June 2009**

### **INCPEN: Changes at the top**

At its AGM on 17 June 2009, INCPEN (Industry Council for Packaging and the Environment) members elected Ian Blythe, Head of CSR - Boots UK as its new Chair. Ian was formerly Vice Chair. He takes over from Anders Linde of Rexam, who held the post for 5 years until his recent retirement.

The new Vice Chair, replacing Ian, is Dr Tino Fonteijn, Unilever Home and Personal Care R&D Director, UK.

*"It will be both a privilege and an interesting and serious challenge to follow in Anders' footsteps, says Ian. I look forward to working to promote and uphold the fine INCPEN tradition of whole supply chain sustainable thinking and common sense in the packaging debate. The industry has been in the spotlight for a number of years, with no sign of that abating, but I am proud of all we have already achieved in terms of sustainability and resource efficiency."*

*"We will continue to innovate to improve the performance of the supply chain as a whole. It is sometimes frustrating that politicians and the public see good packaging purely as an unwanted item in their rubbish bins when in reality packaging is an integral part of the production, distribution and retail supply chain - without it, we would have the worst possible environmental outcome with goods either not reaching the consumer, or arriving unfit to use (wasting all the energy that went into that product's development, manufacture and delivery)."*

INCPEN Director Jane Bickerstaffe says: *"INCPEN membership continues to grow in strength – Tesco and ASDA joined us earlier this year - and we are delighted to have representatives of such important international member companies leading us."*

The latest DEFRA packaging strategy - Making the Most of Packaging - was published in June and INCPEN welcomes the opportunity to enter a dialogue on packaging optimisation. According to Tino: *"Constant re-evaluation of our environmental impact is the norm within the product and packaging supply chain. We are pleased to share those deliberations and work with national and local Government, NGOs and others to deliver real, sustainable improvements in the complete product lifecycle."*

Ends

INCPEN – the Industry Council for Packaging & the Environment is a research organisation set up in 1974 to study the environmental and social impact of packaging. It draws together an influential group of companies that operate throughout the supply chain and share a common interest in packaging, the environment and sustainable development.



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