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Food and Beverage Carton Alliance establishes as unified platform

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

The organisation 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 industryâ??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.

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.