

PRESS RELEASE – For immediate release

PRO EUROPE appoints new President

Brussels, 7 April 2011 – PRO EUROPE, the Packaging Recovery Organisation Europe, has appointed Luis Martins as President at their General Manager Meeting in Rome last week. Luis Veiga Martins, Managing Director of Sociedade Ponto Verde, will be taking over from Henri Meiresonne, who has been PRO EUROPE's President for the last two years and will go into retirement.

"I am very pleased about this new appointment and I am looking forward to working closely together with Luis Veiga Martins in the coming years. Luis brings a wealth of experience and knowledge of the resource management sector to his new position. Under his leadership, Sociedade Ponto Verde successfully promoted the concept of Producer Responsibility in Portugal. I would also like to thank Henri Meiresonne for his leadership and vision as President over the last two years. He made an invaluable contribution to PRO EUROPE's work", says Joachim Quoden, Managing Director of PRO EUROPE.

Luis Veiga Martins has been the Managing Director of Sociedade Ponto Verde since November 2005, the Portuguese member of PRO EUROPE. Previously Luis Veiga Martins spent 16 years in the paper and pulp industry in the Portucel Soporcel Group, where he started out as Head of Sales for the mill's direct customers in Portugal. Later he was appointed Inapa Paper Marketing Director, before moving to European Sales. After the merger of the different companies he was appointed Sales Director of the Portucel Soporcel Group's paper business a leading company in Europe .

Luis Martins obtained a degree in Economics and MBA with specialization in Marketing from the Universidade Católica Portuguesa.

"I am looking forward to driving PRO EUROPE forward and to working closely with PRO EUROPE members. I think our association is an essential platform to exchange best practices and expand the concept of Producer Responsibility further in order to contribute to a Resource Efficient Europe, building on the excellent work of my predecessor Henri Meiresonne", stated Luis Veiga Martins.

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About PRO EUROPE

PRO EUROPE s.p.a. (PACKAGING RECOVERY ORGANISATION EUROPE), founded in 1995, is the umbrella organisation for European packaging and packaging waste recovery and recycling schemes which mainly use the "Green Dot" trademark as a financing symbol. In its primary role, PRO EUROPE is the general licensor of the "Green Dot" trademark. It also acts as the authoritative voice and common policy platform representing the interests of all packaging recovery and recycling organisations founded and run by or on behalf of obliged industry.