



# **CORRUGATED**

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# OF COURSE

COMMUNICATIONS TOOLKIT

## CAMPAIGN GOAL AND OVERVIEW

FEFCO launched Corrugated of Course in an effort to promote our industry and the benefits of corrugated packaging to European institutions, manufacturers and retailers. The campaign shows the unseen value of corrugated. It brings together the latest news and stories from across the supply chain to highlight how this amazing material is bringing value throughout its lifecycle.



Over the past year, the campaign has gained influence, received press coverage and helped develop a positive dialog with our target audiences. Still, we strive to increase the campaign's reach and visibility. **That's why we need your help.**

Therefore, we're launching a communications toolkit so you too can support Corrugated of Course and show how remarkable our material is.

## CONTENT

### Video

Take a look [here](#) to understand our objectives.

### Back-links

Show your support and link to Corrugated of Course on your site. [Here](#) is a document illustrating the various ways you can do it.

### Logo

Download the Corrugated of Course logo [here](#) and include it in your communications.

### Print Guidelines

To see how to best use and format the Corrugated of Course logo in your publications, please consult the design guidelines [here](#).

### Cool Facts

Have a look at our corrugated "Cool Facts" [here](#) and include them in your presentations.

## WHAT CAN YOU DO?



### Spread the word!

Encourage **your customers** to have a look at [Corrugated of Course](#) and take part in the blogs.

