



Press release
Paris, June 25th, 2013

“Russell the Spruce” is now POLYGLOT!

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Discover the short film by EUROSAC & CEPI Eurokraft, translated in 7 languages

At the 2012 EUROSAC Annual Congress, the freshly produced short film “Russell the Spruce” was presented, and swiftly met a substantial success, presently counting 58 000 hits on Youtube. Just one year after, at the 2013 Congress in Lisbon, Russell the Spruce was on view in 7 other languages: Spanish, Italian, French, German, Swedish, Polish and Russian.

As the protagonist of the film, Russell discloses a part of his life and dreams. He lives in a sustainably managed forest, absorbs CO₂ and releases O₂. During his manufacture to become an industrial kraft paper sack, he will have a low fossil carbon footprint and will continue to store carbon during his lifetime.

As a fiber based packaging, Russell is part of a bio-based economy. He is eager to become a paper sack, for not only will he be a most efficient packaging solution but he will also be made of close to 100% natural & renewable fibers. At the term of his career, as he is made of kraft paper, he will represent a valuable source of fiber for the recycling industry or can be used to produce energy.

Indeed the most renowned little spruce, aspiring to be an environmentally friendly kraft paper sack, has already educated and inspired many. Adapted to several other European languages, the film is now accessible to a broader public enabling them to benefit from his key messages and his buoyant story. The different versions can be found on the EUROSAC Website www.eurosac.org (the library) and on YouTube.

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Created in 1952, EUROSAC the European Federation of Multiwall Paper Sack Manufacturers promotes & safeguards the interests and values of the Paper Sack Industry.

Around 80 % of the European paper sack manufacturers in 60 plants in 20 countries are members of EUROSAC today, producing 5 billion sacks of a weight of more than 600 thousand tons per year. Sack manufacturers from all continents as well as paper bag manufacturers contribute to the federation as Corresponding members and more than 20 suppliers (paper, film, machine or glue manufacturers) as Associate members.

Communication, research projects e.g. LCA Studies or Carbon Footprint Studies and Lobbying are run in cooperation with CEPI Eurokraft, the European Association for the Producers of Kraft Paper for the Flexible Packaging Industry. Other precious partners of EUROSAC, e.g. for Lobbying, are CITPA (International Confederation of Paper and Board Converters in Europe) or CEPI (Confederation of European Paper Industries).



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