



ACE Announces Board Leadership Update



Eija Hietavuo
Global Head of Corporate Affairs, Tetra Pak Group
President, ACE



Henna Liirus
Senior Manager, Sustainability, Stora Enso
Vice President, ACE

The [Alliance for Beverage Cartons and the Environment](https://www.beveragecarton.eu), the European platform for beverage carton manufacturers, and their paperboard suppliers to profile beverage cartons as a safe, circular and sustainable packaging solution with low carbon benefits, is pleased to announce the following Board appointments following the organization's General Assembly on 24 November 2022.

Eija Hietavuo, Tetra Pak has been elected President replacing Marcelle Reichert, SIG Combibloc. Henna Liirus, Stora Enso, has been elected as Vice President replacing Håkan Pettersson, Billerud.

"We are delighted to welcome Eija Hietavuo and Henna Liirus to our Board," said Annick Carpentier, Director General of ACE. "We will rely on their leadership, guidance and partnership as we highlight the beverage carton industry's continued progress in delivering an essential packaging solution that is safe, circular, low carbon and recyclable. We would like to thank Ms. Reichert and Mr. Pettersson for their valuable contribution to ACE's Board."

Ms. Hietavuo and Ms. Liirus have been elected for a two-year term, with the possibility of a onetime reelection.

"I'm delighted to have been elected as President of ACE's Board," said Ms. Hietavuo. "I look forward to working with my colleagues in the beverage carton industry's network as we continue to build on the good work done thus far by ACE and the previous leadership and continue advancing our key messages on safety, sustainability and recyclability."



ACE's Board is currently composed of five representatives from their membership. You can find a full list of ACE's Board members on their [website](#).

ABOUT ACE

ACE – The Alliance for Beverage Cartons and the Environment – provides a European platform for beverage carton manufacturers and their paperboard suppliers to benchmark and profile beverage cartons as a safe, circular, and sustainable packaging solution with low carbon benefits.

ACE members include beverage carton producers Tetra Pak, SIG Combibloc, and Elopak. They develop, manufacture, and market safe, circular, and sustainable systems for the packaging and distribution of food and beverages and produce packaging material at 20 plants in Europe. Around 98% of the paperboard used by ACE members to produce beverage cartons in Europe is produced by Stora Enso in Skoghall (Sweden) and Imatra (Finland), and Billerud in Gävle and Frövi (Sweden), who are also members of ACE.

Follow us on Twitter [@Beveragecartons](#)

Follow us on LinkedIn: <https://www.linkedin.com/company/acesecretariat/about>

Media and further inquiries: ANDREW GELSTON; MOB +32 (0)4 77 83 09 84; EMAIL andrew.gelston@beveragecarton.eu