

CEPI Eurokraft Announces New Secretary General

CEPI Eurokraft is pleased to announce the appointment of **Jan Lif** as its new Secretary General, effective from March 10, 2026.

Jan Lif succeeds Elin Gordon, who will step down at the end of March 2026 after eleven years of dedicated service. During her tenure, Elin Gordon has played a key role in strengthening the association's position, advancing sustainability initiatives, and supporting the European kraft paper and sack kraft paper industry.

The CEPI Eurokraft Board conducted a thorough recruitment process before selecting Jan Lif for the role. He brings extensive experience from the board and paper packaging industry, with a strong track record of leadership and industry expertise.

In connection with this transition, CEPI Eurokraft will also relocate its office from Stockholm to Karlstad, Sweden, marking a new phase in the association's development.

Jan Lif will lead CEPI Eurokraft in its continued mission to represent the interests of the European kraft paper and sack kraft paper industry. The association works to promote sustainable, innovative, and efficient paper-based solutions, actively engages in EU policy development, and supports its members through technical expertise, market insights, and collaborative initiatives.

For more information, please contact:

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