



JAMES CROPPER APPOINTS GLOBAL LUXURY PACKAGING LEAD

February 2020 – James Cropper, one of the world’s most innovative papermakers, has appointed Tricia Hartmann as its first global luxury packaging lead for Speciality Papers.

Tricia joins to build awareness of James Cropper’s expertise in the luxury sector across the international market. With strong technical expertise in printing, paper and packaging, she will be responsible for the development of the luxury packaging offer; driving the take-up of the business’ bespoke services including Tailor Made papers and services, through growing its international partnerships with luxury brands.

James Cropper’s Tailor Made service combines world-leading colour-matching and sustainable fibre innovation expertise with post-production capabilities such as embossing, varnishing and laminating. It not only offers brands such as Burberry and Hallmark high-quality and beautiful unique papers, it also enables them to embed purpose driven credentials and communicate brand DNA and story through their packaging.

Joining from Arjowiggins Creative Papers, Tricia previously spent ten years driving business development in luxury packaging across Europe and Asia.

Nick Barnes, director at James Cropper said: “Tricia’s extensive knowledge of the international luxury packaging market and her passion for sustainability make her the perfect fit to drive forward our expansion on the international stage.

“We look forward to drawing on her insight and experience to continue to strengthen our offering to luxury brands across the globe.”

Speaking on her appointment Tricia Hartmann said: “Thanks to its position as a leading innovator in the luxury paper and packaging space for almost two centuries, James Cropper has firmly established itself as the leading solution to many international luxury brands, providing the paper for their shopping bags and their boxes.

“As we continue to see the drive towards a circular economy reaching brands and consumers in the luxury space, the demand for sustainable solutions like James Cropper’s CupCycling™ and COLOURFORM is ever increasing. And the global market is responding as such.

“It’s an exciting time to be joining a business with such a great legacy of innovation in sustainability, and to be a part of its journey to becoming a leading player in the global luxury market”.

Tricia is based in Paris and will be growing James Cropper’s global team with a focus on partnerships in the premium packaging space across Europe, Asia and the USA.

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NOTES TO EDITORS

About James Cropper

James Cropper is a prestige paper innovator based in the English Lake District, supplying distinct, custom-made paper products to many of the world's leading luxury brands, art galleries and designers.

Throughout 174 years of high-quality paper production, the business has been carefully stewarded and nurtured by six generations of the Cropper family and is r3, dedicated responses to the most challenging custom projects and award-winning commitment to the highest standards of sustainability.

James Cropper is a member of the Paper Cup Recovery & Recycling Group (PCRRG), a cross-industry group that exists to develop collection and recycling opportunities for paper cups and identify and support solutions that sustainably transform used paper cups into a valuable resource. For more information, visit www.pcrrg.uk

CupCycling™

[CupCycling™](#) is a technology innovated by James Cropper that extracts the polythene lining of disposable coffee cups, enabling them to be recycled and transformed into high-quality paper, packaging and stationery products. By working with retailers such as McDonald's and Costa, James Cropper has implemented the infrastructure needed to collect single-use waste products and transform them into beautiful papers and packaging for the likes of Selfridges and Lush. Circular design is at the core of CupCycling™. To date, James Cropper has recycled over 100 million coffee cups and has capacity to upcycle 500 million cups per year.

[Read more about the CupCycling™ story here.](#)

COLOURFORM™

[COLOURFORM™](#) offers bespoke, coloured packaging solutions which are 100% renewable, recyclable and biodegradable. Made from FSC wood fibre and high-quality content from James Cropper's recycling plant, COLOURFORM packaging can be moulded into any shape, in any colour, with a quality, tactile finish. With a rapidly expanding client base, from luxury brands to FMCG and cosmetics companies, COLOURFORM is meeting the needs of complex and high-end design, while revolutionising sustainable packaging.

Read about COLOURFORM's partnership with Lush [here](#) and Floral Street, [here](#).