



## **JAMES CROPPER APPOINTS LUXURY BUSINESS DEVELOPMENT MANAGER**

March 2020 – [James Cropper](#), one of the world's most innovative papermakers, has appointed Claire Fleischman as business development manager for luxury packaging.

Claire joins to build awareness of James Cropper's expertise in the luxury packaging sector, focussing on Italy and the United States specifically. With strong technical knowledge and an extensive understanding of the luxury packaging market, she will be responsible for developing business in this area; driving awareness and take up of specific packaging papers such as the [Rydal Collection](#), the [COLOURFORM™](#) moulded fibre packaging solution, as well as bespoke services such as [Tailor Made](#).

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 Maison Ruinart high-quality and beautiful unique paper products, it also enables them to embed purpose driven credentials and communicate brand DNA and story through their packaging.

Joining from Italian converter Gpack SpA, Claire previously spent thirteen years as a key account manager for clients including Coty (previously P&G), Estee Lauder and Beiersdorf. Based in Milan, Claire joins Tricia Hartmann, Global Luxury Packaging Lead, who started at James Cropper last year.

Tricia Hartmann at James Cropper said: "Claire's specialist technical knowledge, understanding of the Italian and US markets and her enthusiasm for sustainability make her the ideal candidate to help myself and the team to accelerate our expansion on the international stage.

"Her experience in the printing and converting market also brings unique understanding of customer needs and the challenges they face, which will allow us to build on our world-class customer experience credentials."

Speaking on her appointment Claire Fleischman said: "James Cropper's legacy of innovation in the luxury paper and packaging space makes it an incredibly attractive business to work for and I am excited to build on its reputation as the leading solution for international brands.

"As the consumer appetite for responsible consumerism continues to grow, James Cropper's leading position in sustainable fibre innovation will continue to strengthen with demand for sustainable solutions like CupCycling™ and COLOURFORM™. Throw



in James Cropper's unrivalled expertise in colour and it's clear that this is an exciting time to join."

ENDS

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 175 years of high-quality paper production, the business has been carefully stewarded and nurtured by six generations of the Cropper family and is renowned globally for individual expertise in colour and fibre innovation.

About COLOURFORM™

[COLOURFORM](#) is no stranger to innovation. The moulded-fibre packaging company has been born from a group with tremendous heritage, who continually looks to the future with its innovation and progressive thinking. Coupled with the creative capability to go head-to-head in the design stakes with undesirable plastics, COLOURFORM is meeting the needs of complex and high-end design, while blazing a trail for sustainable luxury packaging in the future. [Read more here.](#)

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.](#)