



# Announcing FEFCO Technical Seminar Munich, 23-25 March 2011



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# FEFCO 16<sup>th</sup> Technical Seminar Munich, Germany



**Nathalie Schneegans**  
Communications Director

Dear Members,

In this issue of FEFCOnnect I should be reporting on the FEFCO Summit in Barcelona, which as you know has been postponed to 15-17 September 2010. Fortunately, FEFCO was able to deal with the rescheduling of the event at no extra cost and everything is now running smoothly.

In parallel with this, the FEFCO Production Committee is actively working on the new Technical Seminar programme, a lot of changes again this year as the venue will be the event Arena at the Olympiapark in Munich. You will find more information about this event on p 2 to 4.

In the next issue of FEFCOnnect, the full programme will be available. As of September 2010 you will be able to find updated information on the Munich Technical Seminar dedicated website.

Also in this issue we follow up on another very important item which is the recent launch of the Industry Guidelines relating to food contact. You can discover why we recommend that the industry should adopt them on p 6.

As usual, we are also reporting on the interesting news and activities taking place in the members' countries, with a review available on p 7. Remember to continue sending FEFCO any interesting reports.

In future issues of FEFCOnnect, we will focus more and more on innovation, creativity and the inventive use of Corrugated as you will see on p 5 of this issue, so please do not hesitate to provide us with your ideas concerning new products or applications. We think it's great to share ideas amongst members, helping us to promote our industry and its image.

Enjoy this 22nd issue of FEFCOnnect!



**We are pleased to inform you that the 16<sup>th</sup> FEFCO Technical Seminar will take place on 23, 24 and 25 March 2011 at the Event Arena, in the Olympiapark in Munich, Germany.**

For over 30 years, the FEFCO Technical Seminar has been one of the best platforms to promote your products and your technical solutions; it is the only dedicated conference and trade show for the European Corrugated Industry.

## Practical Information

### Venue: Event Arena Olympiapark

Why Munich? After the success of the Seminar in Berlin and after discussions with FEFCO member companies and sympathisers members, we decided to stay in central

Europe. Munich appears to be a good choice, firstly for its convenience and secondly because of the great Olympiapark venue.

This new venue is the former Olympic velodrome, which has just been converted and renovated and provides different sized rooms with a great floor space for exhibition. In addition, there are many convenient facilities such as a restaurant and ample car parking facilities.

### Hotels

This year, FEFCO will offer a selection of hotels with different price ranges, in the city center as well as next to the Olympiapark. We will inform you further on this in September.

### Organiser

The FEFCO Production Committee, chaired by Walter De Smedt, is responsible for the organisation of the conference and for the content of the conference programme.

# 23, 24 and 25 March 2011

## Event Arena



Event Arena Olympiapark

As in the past, the programme will offer a variety of interesting and actual topics and will focus on technical aspects as well as on everyday applications and case studies

The Production Committee's objectives are:

- To identify new developments and trends;
- To update participants on different techniques used for the production of corrugated board;
- To learn about new developments and applications in corrugated and containerboard; and
- To identify savings opportunities and share best practices.

### Conference and Spotlight sessions:

These sessions offer a unique opportunity to exchange ideas with key professionals; the last Technical Seminar was attended by more than 500 participants.

This conference consists of:

- Two and a half days of presentations on the latest technical developments by industry experts;
- Spotlights of suppliers featuring innovations in selected technical areas; and

- “Award” for the best technical innovations and presentation.

The key themes will again focus on very practical and hands-on presentations; they will mainly cover topics that will help you to increase your efficiency in running

your operations. We will focus on process, material and management efficiency and other related subjects.

### Exhibition

This event will give you the opportunity to maximize your sales and development efficiency. Within three days you will meet with the key people of the corrugated industry. Last year, the number of corrugated industry' managers increased substantially, and one of our main objectives this year is continue with this trend.

### What will you find there?

- Thousands of square meters of technological showcase. The exhibition features a host of machinery and accessories suppliers, together with number of software developers;
- Hundreds of qualified visitors; and



**FEFCO Production Committee**

(From left to right): David Rich, Henry Tan, Walter De Smedt, Roland Fritz, Petri Kaartinen, Laszlo Koscsó, Julian Pachniewski, Marc Van Damme. Not shown: Richard Höfer, Kurt Jensen, Dominique Lagarde, Pawel Rogalka.

– Hundreds of contacts and opportunities to promote your brand, your innovations, your technical solutions and to show your dynamism to the Corrugated Industry sector.

### Who can exhibit?

FEFCO members and Sympathiser Members are all welcome to book a stand at this event. If your company would like to become a member of FEFCO, it's not too late yet. The procedure is very simple: go to the FEFCO web site (What is FEFCO? / who we are / membership section) and download the Sympathiser member application form.

### What's new this year?

#### – The venue

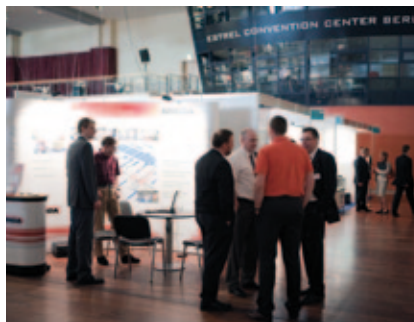
For the second time in a row FEFCO has chosen to change the event's venue and location, allowing more people from all over Europe to attend this unique industry event;

#### – Access to the exhibition

Visitor numbers to the exhibition will be boosted by the ability of exhibiting companies to issue invitations to third parties; and

#### – The Spotlight sessions

In another change from last year, all participants in the exhibition and seminar will have access to the Spotlight Sessions.



For additional information about the event arena, visit:  
[www.olympiapark.de](http://www.olympiapark.de)

#### Contact for Exhibitors

If you wish to be added to the mailing list, please contact Sabine Kariger: [sabine.kariger@fefco.org](mailto:sabine.kariger@fefco.org)

#### Contact for Sponsorship opportunities:

Nathalie Schneegans  
Communications Director:  
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A mini site dedicated to this Technical Seminar in Munich will be online as from next September; it will be directly accessible from the FEFCO Home page.

## Update on the next FEFCO Summit Barcelona New Dates: 15-17 September 2010, Eurostars Grand Marina Hotel

### BOXING THE FUTURE.

Almost 300 participants have already registered. The Technical conference programme remains unchanged; all speakers originally scheduled to appear in April have confirmed their participation at the re-scheduled Summit.

**It's not too late to register!** You will find all the practical information you need on the FEFCO Summit web site [www.fefco.org/barcelona](http://www.fefco.org/barcelona). You can also access the web site directly from FEFCO's home page [www.fefco.org](http://www.fefco.org)

### Venue

Eurostars Grand Marina Hotel  
Moll de Barcelona, s/n - West Building  
08039 Barcelona  
Tel.: (+34) 93 603 90 00

We would like to draw your attention to the **Hotel booking situation**. Please book your room at the Eurostars Grand Marina. The booking deadline is **16 July 2010**, and after this date, reservations will be upon request and subject to availability. Please note that after this date the room rate may not be the same.

You can book your hotel room now by completing and returning to FEFCO the Hotel Booking Form available on the Summit's web site.



# Innovation Corner

## Nothing: the Power of ideas

The picture below shows how a single idea can transform “nothing” into “something” – using a low-cost material to build a unique and memorable work space - seemed a good way to materialise this thought.

Nothing is an Amsterdam-based, independent entrepreneurial agency that uses a cardboard box to deliver innovation and commercial creativity to local and international clients. Literally, the Nothing office, built entirely of cardboard, was designed by internationally recognized designers Arik Koudenburg ([www.alrik.nl](http://www.alrik.nl)) and Joost van Bleiswijk.



Michael Jansen and Bas Korsten, highly awarded ex-DDB Executive Creative Directors and co-founders of Selmore, are the founders of the agency Nothing. Together they are one of the most successful creative teams in Europe, winning amongst other awards, the Eurobest Grand Prix and 11 Cannes Lions.

### Nothing

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## SAICA Form

### The recyclable food product tray



SAICA Form is a new innovative product designed to be a more sustainable alternative to traditional

plastic food trays, used in large supermarkets for the presentation of foodstuffs such as fruit and vegetables.

The product is the result of two years of research and development, and is an example of SAICA's constant innovative focus on the need to create sustainable products.

This tray is able to offer a tailor-made solution for displaying a wide variety of products such as fruit and vegetables, baked goods and confectionery, ovenable products, precooked dishes, pizzas and hamburgers. This tray is suitable for use in conjunction with flow-pack and heat sealed film closure, and in addition it is 100 % recyclable, biodegradable, sustainable, cost effective, and printable.

### Hans Helmrich

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## Exploring new solutions and sharing inspirational ideas for the benefit of the industry

Let's spread the word and show how corrugated can be innovative, delivering new solutions for packaging in every conceivable application.

Have you any innovation to show in the next edition of FEFCOconnect?  
Please send your projects to Nathalie Schneegans: [nschneegans@fefco.org](mailto:nschneegans@fefco.org)



# Food Contact Seminar held on May 18<sup>th</sup> in Brussels

## Launch of the Industry Guideline

This seminar has been held to formally launch the Industry Guidelines, under development within the paper industry over the past 6 years.

**The voluntary "Industry Guideline for the Compliance of Paper & Board Materials and Articles for Food Contact", jointly developed by The Confederation of European Paper Industries (CEPI) and the International Confederation of Paper and Board Converters in Europe (CITPA) is now available.**

The Guideline, which has been independently peer reviewed by PIRA International, covers all paper and board materials and articles intended for food contact. It gives guidance for establishing compliance with (EC) Framework Regulation 1935/2004 to paper and board producers as well as institutions and public authorities. The guidelines will ensure that the materials will not endanger human health by causing an unacceptable change in the food's composition or deterioration in the way the food tastes, looks, feels and smells.

The Paper and Board sector has a long-standing commitment to the protection of human health and to the interests of consumers through the provision of safe and effective materials. Many of the materials which come into direct contact with food, such as cellulose film, plastics and ceramics, are subject to material-specific measures which apply uniformly throughout the EU. For paper and board, on the other hand, the picture is fragmented, with countries such as Germany, France, the Netherlands and Italy having national legislation, while other countries simply conform with the more general, non-material specific regulation 1935/2004. The unintended impression given to buyers is that compliance for paper and board is less clear than for other materials.

So it is against this background that the European paper packaging value chain has compiled the voluntary Industry Guideline for the Compliance of Paper & Board Materials and Articles for Food Contact (the Guideline). "The industry has cooperated over a long period of time with governments, both at national and international level, and with other regulators, to make every provision



From left to right: Daniela Haiduc - CEPI, John Swift - SCA Packaging and Chair of the Cross industry working group, Maria Casado- CITPA, Nigel Barnwell - CEPI, Heinz Traußnig - Mayr-Melnhof Karton Gesellschaft, Eva Lindström, SCA Packaging, Päivi Harju-Eloranta - Stora Enso, Jori Ringman - CEPI

necessary for the protection of consumers. The fact that the European Commission has chosen to regulate other materials instead of paper and board may be seen as a disadvantage but it is not seen as such within the sector. "Our industry has taken the initiative to regulate itself on a voluntary basis. The guideline is providing the methodology for demonstrating the suitability of paper and board materials and articles for food contact, now it is time to demonstrate that the end result has been worth waiting for." explains Maria Casado, CITPA Secretary General.

.....  
**"The launch of the Industry Guideline is a key step forward for our sector: it has been a successful development whose core strength is its voluntary nature. To build on this success we should now adopt the Guideline and promote it widely. We count on your continuing support and your feedback!"** *John Swift*  
.....

### Why should the industry adopt the Guideline?

The Industry Guideline provides an efficient and "tailor-made" means of demonstrating compliance of paper and board with



the core requirements of the Framework Regulation for materials and articles in contact with food. Developed

by experts representing all elements of the paper and board chain in consultation with regulators and with food producers, the use of the Guideline is an excellent way to provide confidence in the safety of paper and board for food packaging for all stakeholders.

- **The Food Contact Industry Guidelines** can be downloaded from the CEPI ([www.cepi.org](http://www.cepi.org)) or CITPA home page ([www.citpa-europe.org](http://www.citpa-europe.org));
- **The Peer Review, Questions & Answers, and Best Practice** documents are available upon request.

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[www.citpa-europe.org](http://www.citpa-europe.org)

# NADS and Country Activities

## UK/CPI

### Seed Pack Wins CPI-Sponsored Award



The winners of the CPI-sponsored Starpack Student Award, **Santi Tonsukha** and **Adam Paterson**, have demonstrated how corrugated

packaging can be used in a totally new way (see picture of Mr. Tonsukha and Mr. Barnetson / CPI). They have created a "grow your own" pack for fruit and vegetable seeds, ideal for novice gardeners.

Their research programme revealed that gardeners tend not to use all the seeds in a pack at once, and that allotment holders generally prefer to grow and eat a range of produce rather than harvesting a large amount of the same crop. Equipped with these two insights, the award winners designed a seed packet that takes advantage of the unique structure of corrugated by storing a range of seeds within its flutes. This enables each variety of seed to be held in thin rows, allowing them to be easily and controllably shaken out.



The 100% recyclable and re-sealable pack, made from a single piece of corrugated, met the CPI's brief of being simple, sustainable and innovative. The natural matt colour and aesthetic of the pack presents information clearly, in contrast to other seed packages that can be confusing to the novice gardener.

For further information please contact Andrew Barnetson, Corrugated Sector Manager, on 07775 771662 or email [abarnetson@paper.org.uk](mailto:abarnetson@paper.org.uk).

## France/ ONDEF

### Paper and Board Packaging Festival

On 23rd March 2010, professionals from the Paper & Board sector opened their doors to French school children, inviting primary school teachers to come to their plant and get free raw materials for their craftwork.

This national initiative known as the "Paper & Board Festival" has become very popular and its reputation continues to grow. Once again it is sponsored by the Ministry of National Education, which is disseminating the information to schools.

More than 200 manufacturers have joined this initiative and have offered all kinds of materials, such as die-cutting waste, but also folding carton and corrugated board sheets, wrapping materials and paper sacks.

These basic raw materials will be used for cutting, folding, gluing, painting, and will then be turned into imaginative paper & board creations.



DS Smith Kaysersberg's plant in Kunheim (Alsace) has been participating in this project since 2003, distributing each year to schools between 12 and 15 tonnes of corrugated materials (mainly sheets with white unbleached or white top liner). An average of about 300 classrooms (from kindergarten to primary and secondary schools) located up to 100 km from the plant, obtain their supplies from DS Smith Kunheim for their various craftwork and DIY (do-it-yourself) projects.

**DS Smith Kaysersberg**  
BP 27 - 11 route Industrielle  
68320 Kunheim  
Fax : +33 (0)3 89 72 26 40  
[www.dssmith-kaysersberg.fr](http://www.dssmith-kaysersberg.fr)

## The Paper & Board beaver



Once again this year, a jury will reward the best creations and will choose the winners of the gold, silver and bronze "beavers".

This event is organized by COFEPAC (the French Commission for Paper & Board Packaging) which gathered various paper organisations including ONDEF (the French Corrugated Board Manufacturers organisation).

For further information please visit [www.emballage-papier-carton-en-fete.com](http://www.emballage-papier-carton-en-fete.com)

## Spain/ AFCO

### Corrugated from A to Z



AFCO recently launched a technical dictionary in 3 languages, Spanish – English – French. This handbook

provides translations of 1 391 technical terms used in the Corrugated Board sector.

The idea behind this dictionary is to facilitate communication between professionals from our sector and others.

This new handbook is an upgraded version of an existing bilingual French-Spanish dictionary released in 2009 with the financial support of the Ministry of Education, within the framework of a continuous professional training project .

We wish you happy reading!

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# FEFCO Activities

## FEFCO announcements

On June 8th, the FEFCO General Assembly unanimously re-elected **Bob McLellan** (DS Smith Packaging) as FEFCO President and **Roberto Villaquiran** (Smurfit Kappa Group) as FEFCO Vice-President for the next two years. They both accepted and thanked members for their confidence.



It is with pleasure that we announce that **Andrew Barnetson**, Corrugated Sector Manager for the Confederation of Paper

Industries in the UK, has been seconded to FEFCO to drive the Market & Environment campaign.

Andrew will be involved in the role for 3 days per week for a period of 6 months with effect from the 19th April 2010.

During this period, he will drive the programme forward by:

- Reviewing the promotional activity in each country.
- Documenting best practice in member countries and establishing good examples for different themes of work.
- Identifying key messages and audiences by engaging both National Associations and key member companies in those discussions.
- Compiling a list of specific National and Pan European politicians, environmentalists, retailers and consumer groups etc, to receive the promotional messages. As part of this he will identify participants from Associations and member companies.

Andrew will report to the Marketing and Environmental Committee which is chaired by Roberto Villaquiran, and he will be part of the FEFCO team for the given period. In parallel, Roberto will also pursue a strategy to put in place a full time longer-term candidate, but in the meantime, please give Andrew, the FEFCO team and Roberto your full support.

## New FEFCO Sympathiser Members

We are glad to welcome the companies below who recently joined FEFCO:

- EMPORT KY (Finland)
- Hewlett-Packard HP (Belgium)
- RODICUT (Spain)

A complete list of Sympathiser Members is now available on FEFCO Web Site (In the section what-is-fefco/who-we-are/members/sympathiser-members-list)

## New President VDW / Germany



In May 2010, **Dr. Jan Klingele** (47), Managing Partner of the the Klingele Papierwerke company, became the new

President of VDW, the German corrugated packaging association. He is replacing Norbert Julius (Smurfit Kappa GmbH) who has been acting as President for the past 6 years.

## New President for OMUD / Turkey

FEFCO is pleased to announce the appointment of **Mr. Fikret Özveren** (Corrugated Group Coordinator Çukurova - SCA Packaging), as a new Member of the FEFCO Board of Directors. Mr. Ozveren is the President of OMUD, the Turkish Corrugated packaging association and replaces Mr. Akin Paksoy (Olmuxsa A.S.).

We would like to thank **Akin Paksoy** for his great support for FEFCO's Activities and for his active involvement for more than 20 years in the work of FEFCO. Akin joined the ComCom in 1994 and was Chairman from January 2003 until May 2006. We wish him all the best for the future.

# Events

## FEFCO Summit - postponed

This summit is a merger between the FEFCO and the Marketing Congress 15-17 September 2010  
Barcelona, Spain  
[www.fefco.org](http://www.fefco.org)

## FEFCO Technical Seminar

23-25 March 2011  
Event Arena, Olympiapark  
Munich - Germany

## Industry Events

### European Paper Week

16-18 November 2010  
Crown Plaza - Brussels  
[www.cepi.org/epw](http://www.cepi.org/epw)

### CORRUPACK

10-12 December 2010  
HICC  
Hyderraba, India

## Other Events

### Taropak

13-16 September 2010  
Poznan International Fair Grounds  
Poznan, Poland  
[www.taropak.pl](http://www.taropak.pl)

### Istanbul Packaging Fair

16-19 September 2010  
Tuyap Fair Convention & Congress Center  
Istanbul, Turkey  
[www.tuyap.com.tr](http://www.tuyap.com.tr)

### RFID Europe 2010

28-29 September,  
Cambridge, UK  
[www.idtechex.com](http://www.idtechex.com)

### Pharma Packaging and Labelling

28-29 September  
Munich, Germany  
[www.pharmapackaging-events.com/](http://www.pharmapackaging-events.com/)

### Macropak

5-8 October,  
Jaarbeurs Utrecht, Netherlands  
[www.macropak.nl](http://www.macropak.nl)

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