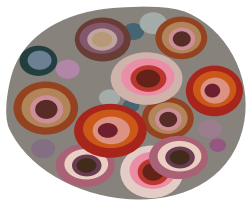


# FEFCO 18-20 April 2012 SUMMIT VIENNA Open the Magic Box



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**ALEXANDER ENZENBERG**  
Communication Committee  
Chairman

Dear Members,

As you know, the next FEFCO Summit is now approaching very fast.

If you remember, two years ago we launched a new concept, which was a merger of the traditional Congress and the marketing seminar. This proved to be a great success and reaction was very positive, with more than 300 delegates attending the event in Barcelona. That response was really encouraging for the organisational committee and we count on you to repeat this support in Vienna!

**What can participants expect?**

The major topic from last time, that is the competitive advantage of corrugated material versus plastics, is still one of the driving issues for our industry. For this reason, in 2012 we have scheduled some interesting visits to production & logistics units where corrugated material plays a significant role.

- You will be able to see for yourself how our packaging solutions are used in real life, how corrugated trays are being used, and the kind of general solutions that we offer to the REWE Group and to the Central Post.
- You will have the opportunity to hear updates on the FEFCO marketing campaign and learn about the FEFCO Marketing & Environment Committee's strategic approach to competing with other packaging and transit materials.
- There will be an opportunity to invite the young potentials of our industry to take part in the Summit at a reduced rate (250 € for delegates under 30 years of age). As the Chairman of the ComCom, I am really enthusiastic about this initiative because it will give these young people an insight into what is going on at International level. I believe that this is a worthwhile incentive and a motivational opportunity not to be missed.
- Finally the Summit provides networking opportunities for all participants (older generations as well as new comers!)

All of the above will provide you with unique take-home value as well as a valuable hands-on experience. Don't rely on your colleagues to tell you about the Summit when they return! You will only get the maximum benefit if you attend personally, so if you haven't registered yet, then please do so now!

Don't miss this great event in Vienna in April 2012!

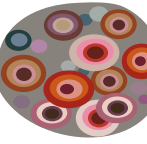
ANNOUNCEMENT  
**FEFCO SUMMIT IN VIENNA**  
18-20 APRIL 2012

PRELIMINARY PROGRAMME

Please join us in Vienna! Online registration is now opened!

**Deadline for Early Bird is 17 February 2012!**

Location: Marriott Hotel, Vienna. Conference language: English



**Wednesday 18 April 2012**

- 14.00 – 17.00 Summit registrations - Marriott
- 19.30 Welcome Cocktail – Marriott – Dress code: suit and tie

**Thursday 19 April 2012**

- 08.00 – 08.50 Summit registrations (continued)
- 09.00 **Welcome Address**  
Alexander Enzenberg – Chairman ComCom
- 09.10 **Overview of the Austrian Market**  
Alexander Enzenberg – Chairman ComCom
- 09.30 **Raw Material Availability**  
Teresa Presas, Managing Director, CEPI
- 10.00 **Telling our Story in a European Context  
Activities of the Market & Environment Committee**  
Roberto Villaquiran, Vice-President, FEFCO  
Ben Blydenstein, Marketing & Environment Director, FEFCO
- 11.00 Coffee break
- 11.30 **Keynote Session "Leadership Perspectives"**  
**The Corrugated Industry in 2030**  
Peter Oswald, Chief Executive Officer:  
Europe & International Division, Mondi  
**Procter & Gamble: The Future We Would Like to Create Together**  
Farquhar Ogilvie, Associate Director, Procter & Gamble
- 13.15 Lunch at the Marriot Hotel
- 14.30 to 18.00 **Afternoon Activities**  
– Visit to LGV warehouse (Leading vegetable packer in Austria)  
– Visit to the Central Parcel Logistic Centre (Austrian Post)  
– Visit to REWE Central Stock (Leading European retailer)  
*Some visits may have a limited number of participants.  
Invitations will be sent to delegates at a later stage.*
- 19.30 or 20.00 **FEFCO Get-Together Dinner**  
Palais Ferstel  
Dress code: suit and tie  
Meeting point in the hotel lobby at 19.30





**FEFCO** 18-20 April 2012  
**SUMMIT VIENNA**  
 Open the Magic Box

**Friday 20 April 2012**

- 09.00 Welcome Address

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- 09.05 **Economical and Financial situation in Europe Perspectives and Analysis**  
 Dr. Stephan Schulmeister –  
 Economist, Austrian Institute of Economic Research

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- 09.40 **EU Affairs Session**  
 TBC

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- 10.05 **EU Packaging Regulations – Impact on Retail Packaging**  
 Speaker to be confirmed

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- 10.35 Coffee Break

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- 10.50 **Outlook and Perspective of the Chinese Packaging Market**  
 Zhang Yaoquan, Vice Chairman,  
 China Packaging Federation  
 and President of the Corrugated Division

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- 11.50 **FEFCO Management Report**  
 Angelika Christ,  
 FEFCO Secretary General

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- 12.20 **A Vision on Packaging**  
 Martijn Arts, Managing Director,  
 Total Active Media

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- 13.00 **Closing Address**  
 Bob McLellan, FEFCO President

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- 13.15 Lunch at the Hotel

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- 14.30 End of Summit

For Further information on the venue, the fees and registration, please visit: [www.fefco.org/Vienna](http://www.fefco.org/Vienna). Please prepare your FEFCO site login and password before registering. Should you have queries, please contact the FEFCO team at [information@fefco.org](mailto:information@fefco.org).

## Something is happening : Resource Efficiency Roadmap



Maria Casado, Legal Adviser

In every area of the environment something is happening and we should be aware... The new EC Resource Efficiency Roadmap sets out some objectives, together with a range of policies aimed at improving resource efficiency by 2020. The new plan is the top priority of EU Environment Commissioner Potočnik. Although the legislative instruments and the role of European business remain as yet unclear, the European Commission has provisionally formulated two levels of indicators: 1) Resource productivity: a lead indicator to measure

the economic performance while reducing pressure on key natural resources, 2) A series of complementary indicators on key natural resources.

In short, the European Commission is moving towards an economy which is expected to be doing more with less resources. How does the corrugated industry respond to this challenge? The answer is that we are already responding to it, with a well-established, comprehensive industry life-cycle strategy that begins in the forests and ends in the recycling loop, creating new products using recovered paper and board. Indeed, we know that we can do more with less, and we can prove it with our three best indicators - corrugated packaging is up to 100% recyclable, it is renewable and it is biodegradable. But this is not the end of the story, because we also play a major role by constantly innovating and by producing fit-for-purpose pack designs.

Equally importantly, packaging in general has another part to play by protecting more resources than it uses. This has been recognized recently within the European Parliament's own report on food wastage, and MEPs guidance on future policy development makes it clear that packaging is vitally important to the prevention of food waste, while at the same time reducing its own environmental impact.

The European corrugated industry is very aware of the need to make the best use of natural resources, and is constantly at the forefront of the progress that is being made. The European Commission can rely on the continued pro-activeness of our industry in eliminating resource inefficiency.

[www.generationawake.eu](http://www.generationawake.eu)



Generation Awake Resource Efficiency Campaign: Singing the praises of paper?

# Whatever the question, the answer is 'Corrugated, of course.'

## CORRUGATED OF COURSE

On the 19<sup>th</sup> of October we launched a new communications campaign entitled 'Corrugated Of Course', the goal of which is the presentation of information based upon three key messages:

- Our raw material is renewable
- Corrugated packaging protects more resources than it uses
- Our products have economic benefits both for our customers and for society

The target audiences are producers, retailers and political institutions at a European level, and at the hub of the campaign is a new website [www.corrugated-of-course.eu](http://www.corrugated-of-course.eu).

Over time guest blogs and comments will be included on the website with the aim of establishing two way conversations between the corrugated industry and its stakeholders.

An important part of our marketing campaign were two events at which our target audiences were present, namely the 'Forest sector contributing to the

Bio –Economy', held at the EU Parliament from 5th to 9th September, and 'Combating Food Waste in the EU' on the 8th and 9th of November. Not only were we able to report news from those events in blog posts on the website but we also captured video opinions from key stakeholders such as an MEP, a major retailer, an NGO, a representative from a UK government institution and even a BBC World correspondent.

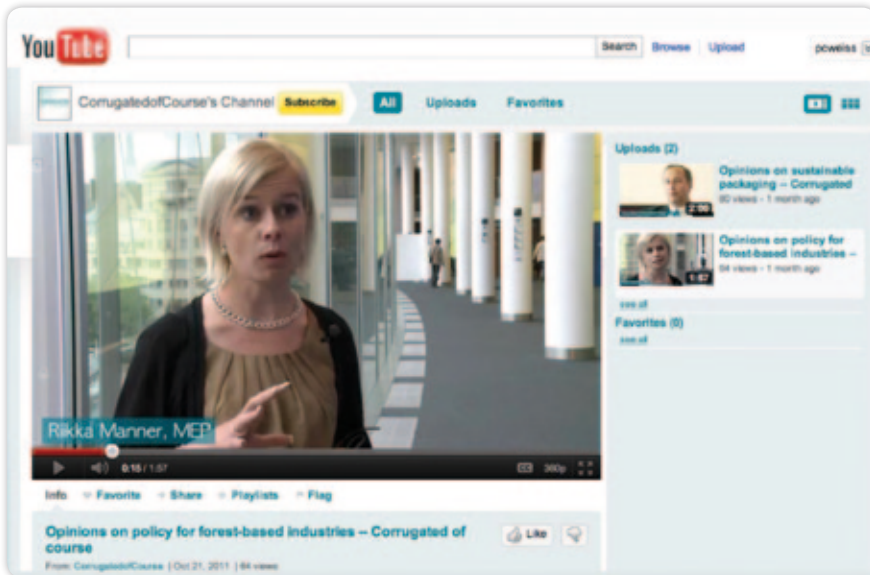
At the launch we received a high level of coverage in packaging and paper industry journals as well as some retail titles. Many of those titles and other industry players have established permanent links to our website. The next step will be to spread our key messages via traditional media publications.

Ben Blydenstein Marketing and Environment Director at FEFCO says: "Corrugated-of course.eu brings together the latest news and stories from the supply chain to highlight how our amazing product is bringing value throughout its lifecycle. We hope that by showcasing this value our stakeholders will come to this conclusion – corrugated, of course!"

For more information, please contact Ben Blydenstein at: [ben.blydenstein@fefco.org](mailto:ben.blydenstein@fefco.org)



## MEP reactions



In this video clip taken during the event 'Forest Sector's Contribution to the EU Bio-Economy' in the EU Parliament, MEP Rikka Manner calls for a long-term and co-ordinated European forest policy.

## Government, NGOs and Retailers views



Andrew Parry of WRAP explains that packaging is an important part of the suite of tools to reduce food waste.

## A Flavour of what you can find on Corrugated Of Course

### Four examples of blog posts:

- Video: Tackling food waste in Europe and how good packaging can play a role. Hear views on the role of packaging in reducing food waste from Metro AG in Germany, WRAP in the UK, and Stop Wasting Food in Denmark.
- Nurturing our Food: a summary of the "Combating food waste in the EU" event held in Brussels in November.
- Video: Opinions on policy for a sustainable future for forest-based industries. Watch this video interview with Rikka Manner, MEP and Nick Higham, BBC correspondent to learn about the sustainability of our forests and how effective legislation can keep it that way.
- From brown to brand: commentary on corrugated packaging's ability to enhance brand values.

## Get involved and help make this an industry reference by linking to our website:

Text link or copy-paste the code from <http://www.corrugated-ofcourse.eu/about/widgets>

Join us on twitter!   
[http://twitter.com/Corrugated\\_OC](http://twitter.com/Corrugated_OC)

# NADs Activities

## CPI – UK Recent activities

### Parliamentary Reception in Westminster - MPs and Corrugated Industry meet to share ideas



Richard Coward and Dan Rogerson MP share a joke at CPI's Parliamentary Reception

The Confederation of Paper Industries' Parliamentary Reception proved to be a great success again this year, with 18 Members of Parliament attending to speak to representatives of the Corrugated Packaging Industry.

The exchanges were very fruitful and underlined the importance of corrugated packaging to every local economy, but the event also highlighted the many benefits of corrugated, for the environment, the economy and for the supply chain.

Richard Coward, Chairman of the CPI Corrugated Sector concluded the reception with some positive remarks summarising the content of the discussions with MP's, "It's good to see that our representatives in Parliament see packaging as part of the solution, not the problem. We are starting to see that there is strong support in Parliament for growth in manufacturing and we are here to encourage our MPs to put in place the right policies to achieve a manufacturing renaissance. As corrugated packaging represents 75% of all transit packaging, we have an important role to play in the country's future economic health."

### Health & Safety seminar

The Confederation of Paper Industries (CPI) held its Biennial Health & Safety Conference on Tuesday 8 November; over 180 Paper Industry delegates from all levels attended the conference, from CEOs and Managing Directors, to Safety Practitioners and Safety Representatives. Delegates were treated to an incredible day of mixed emotions from a variety of speakers.

This year's programme was designed specifically around the launch of the new Paper and Board Industry Advisory Committee (PABIAC) strategy; 'Being the Difference Together'. This is the third phase of the Paper Industry's strategy to secure further improvements in health and safety performance in the papermaking, corrugated packaging and recovered paper sectors.

Speaking after the event, Andrew Braund, CPI Director of Health, Safety and Social Affairs, declared the conference to be a resounding success: "I am delighted that so many Paper Industry representatives were at the event to witness the official launch of the new PABIAC strategy, 'Being the Difference Together'. The PABIAC partners have a long history of working together

towards a common goal of preventing anyone being injured in our industry, and with the full support and commitment from everyone working in the Paper Industry, we will continue to strive towards zero accidents".

For further information please contact Andrew Barnetson, Director of Packaging Affairs, at: [abarnetson@paper.org.uk](mailto:abarnetson@paper.org.uk).



### VDW Technical Seminar 2011

On November 14th and 15th, the German Corrugated Board Association VDW held its 25th TMV (Technische Mitgliederversammlung) technical seminar, an event that for the past 50 years has been organised every two years by the VDW Technical Committee.

The seminar took place for the second time at the Maritim Airporthotel in Düsseldorf and followed the principle of "everything



Panel discussion on safety at work



under one roof". More than 400 delegates from Germany, Austria and Switzerland joined together in Düsseldorf for two days to hear keynote presentations and to take part in spotlight sessions covering recent developments in corrugated board manufacturing and converting.

The conference, accompanied by a supplier exhibition with 17 supplier booths, featured presentations dealing with Process Optimization of the Corrugator and Converting, Product Attractiveness, and Safety at Work. In addition to the conference presentation sessions, 29 supplier companies presented short 'spotlight' presentations. These 'spotlights' showcase the supplier companies' latest technical developments and their solutions to various industry challenges.

The prize for the best presentation was awarded to Heinz Traußnig of Mayr-Melnhof, for his talk concerning mineral oil residues in packaging papers. Simone Linsen of apex received a special prize for her outstanding spotlight presentations.

One memorable highlight of the seminar was the emotionally charged Monday afternoon session, during which the 50th TMV Anniversary was celebrated with a look back at its history, aided by the participation of honoured guests in the form of retired members of the Technical Committee. Klaus Janecke of Thimm Verpackung, Chairman of the VDW Technical Committee, gave an overview of the venues of previous TMV's and technical highlights from these past years. Andreas Kunert of Kunert Wellpappe, gave delegates an insight into many interesting and little-known facts about the history of the German corrugated board industry.

The next TMV will take place in three years time in November 2014, following an agreement made between the VDW Technical Committee and the FEFCO Production Committee. Re-arranging the timing of these two important events will in future result in a consistent one year gap between them, and as a result of this agreement the next FEFCO Technical Seminar will take place in autumn 2013.

### SPP - Poland

#### General Issues and Recommended Standards for Corrugated Board and Corrugated Packaging

In mid-December this year, the Association of Polish Papermakers (SPP) will issue a new publication, entitled: "General issues and the recommended standards for corrugated board and corrugated board packaging". Written by Marek Bielecki, Anna Chmielewska-Wurch, Tomasz Damiński, Beata Patalan, Maciej Słoma and Sławomir Zdziebło, this 58 page A-4 format booklet will give readers the benefit of the authors' know-how and experience, as well as some ideas on best practice. The publication is aimed both at people working in the industry and their customers, and will take into account dynamically developing market trends in the Polish packaging sector. The authors have dealt with the essential issues of the manufacture and processing of corrugated board, including matters

such as the technology, logistics and legal requirements applicable to producers of corrugated board. There will be relevant information concerning the raw materials used for the production of corrugated board, types of corrugated board and pack designs, manufacturing technologies, and conversion processes. Special attention is given to packaging processes, but the importance of adequate stacking on the pallet is also covered, as is the storage and distribution of corrugated packaging using various methods of distribution.

There is also a thorough description of the main features and technical parameters of corrugated board and packaging, together with the testing methods, and important information concerning the requirements for packaging materials that are in contact with foods.

This new publication will serve as an excellent guide to corrugated materials and manufacturing processes, but also as a basic manual – an ABC for the packaging sector. The publication will be made available in Polish and in English, and will form a most valuable aid to communication between corrugated board packaging producers and their clients.

The publication has been independently reviewed by two distinguished scientists - by Professor Włodzimierz Szewczyk of the Institute of Papermaking & Printing at the Technical University of Lodz, and by Professor Stanisław Tkaczyk of the Polish Packaging Research & Development Centre (COBRO) based at the Research Institute of the Warsaw University of Technology. These well respected scientists are keen to encourage all interested parties to read this interesting compilation of information, which has been put together in an attempt to respond to an industry need.

*For more information please contact: Janusz Turski (SPP) at [biuro@spp.pl](mailto:biuro@spp.pl)*



# FEFCO Activities

## New Chairman for Marketing and Environment Committee



At the last meeting of the Market & Environment Committee, held on 30 November 2011, Michael Cronin

(President of SCA Packaging Europe) was elected its new Chairman.

FEFCO extends its warm thanks to his predecessor, Roberto Villaquiran (CEO Corrugated, Smurfit Kappa Group) for the time and effort that he put into the coordination of the many initiatives aimed at the promotion of our industry.

## New Members

We are pleased to welcome on board **Sappi Europe**, a new FEFCO Sympathiser Member and we also welcome Kazakhstan based **"Kagazy Recycling LLP"** as a Corresponding member.

## FEFCO team visit at VPK

The FEFCO team would like to thank Jean-Paul Macharis, VPK's Managing Director, for the warm welcome extended to us at VPK's Oudegem packaging plant and paper mill on 18 October 2011.



FEFCO visits VPK

Season's Greetings and a Happy New Year!



# Events

## FEFCO Summit 2012

18-20 April 2012  
Marriott Hotel  
Vienna, Austria  
[www.fefco.org](http://www.fefco.org)

## Packaging Events

### Verpackung Nord

25-26 January 2012  
Hamburg Messe, Hamburg (Germany)  
[www.easyfairs.com](http://www.easyfairs.com)

### Pharmapack

15-16 February 2012  
Grande Halle de La Villette, Paris, France  
[www.pharmapack.fr](http://www.pharmapack.fr)

### PackTech and Ecopack

29 February - 1 March 2012  
NEC, Birmingham, UK  
[www.easyfairs.com](http://www.easyfairs.com)

### Ipac Ima

Packaging Processing & Material Handling  
28 February 3 March 2012  
Fiera Milano, Milan, Italy  
[www.ipack-ima.it](http://www.ipack-ima.it)

### International Pro Carton Congress Packaging in a Digital World

18-19 April 2012  
CCD Congress Center Düsseldorf  
[www.procarton.com](http://www.procarton.com)

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