



# FEFCO and CITPA New Websites!

## content



2

Editorial  
New FEFCO Website

3

Corrugated of Course!  
Communications  
Toolkit

4-5

CITPA  
Revision of the Industry  
Guideline

6-7

NADs Activities  
FEFCO Technical  
Seminar

8

FEFCO Activities  
Events





Angelika Christ,  
Secretary General

Connecting...

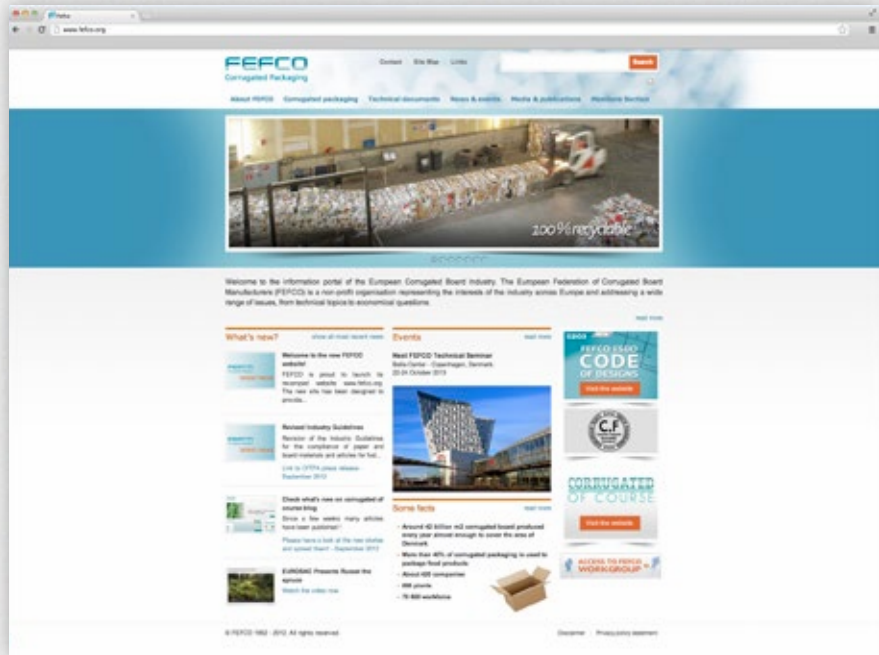
...is one of the key elements of success if you want to be heard in Brussels. It means of course connecting to people, but also making sure that European Industry Associations work well together. In the view of the authorities, FEFCO is neither the biggest nor the most "sexy" association. And that is why we need allies to raise awareness wherever and whenever possible; which can be achieved better if we join forces.

One of the examples of this connection is CITPA – the Confederation of Paper and Board Converters in Europe. Many of the fields where FEFCO is working have overlaps with the topics being discussed in other Paper Converters associations, or even in customers' organisations. One of CITPA's tasks is to manage common grounds and decide on the best ways of cooperation.

CITPA published the "Industry Guideline on Food Contact"; an important manual to guide our members in the European legislative jungle when it comes to food contact. In this specific case, the connection was even enlarged; CITPA and CEPI – the Confederation of European paper Industries – developed the guideline together in order to ensure compliance in the whole paper chain.

Another example: CEPI took the lead in the discussion around Mineral Oil and coordinated strategy and tools, developed communication kits and papers for all parties in the chain. All paper associations that use recycled paper for food packaging are concerned; cooperation by everyone involved in the paper chain makes sense.

Connecting with all of the paper associations is vital: we share similar interests and problems. Collaboration goes even beyond that: working with retailers and customers' organisations opens doors for further contacts and activities. This work is not very visible, but is extremely effective. And what counts in the end is this: FEFCO is working that way for the benefit of the whole industry.



## Welcome to the new FEFCO Website www.fefco.org

**FEFCO is proud to launch its revamped website. The site is now more attractive, with a fresher look and more user friendly navigation. FEFCO's objective is to better inform members and the industry. We hope it will become a frequently visited industry platform and a useful knowledge center for anybody looking for verified and trusted information.**

### The new site provides:

- » A better online visibility for the industry enabling us to reach out to our members and a wider public.
- » Clear messages on the benefits of corrugated packaging.
- » Links to all National Associations, Sympathiser and Corresponding Members.
- » Easy access to essential information and to the most popular areas – for example all the technical documents, FEFCO standards and statistics.
- » Frequent updates thanks to the 'What's New' section
- » One stop access with one password for members (see detail on the right)

In addition, the site is designed to be complementary to the 'Corrugated of Course' information portal (CoC) which is now directly accessible from the FEFCO home page. Many pages from FEFCO are linked to the various CoC blogs, allowing visitors to discover some of the various usages and benefits of corrugated packaging.

### Documents for members only

If you still do not have your login and password – please request it online. With only one login and password, FEFCO members have direct access to:

- » FEFCO members section  
With the industry statistics, useful presentations, member lists and technical documents that are not available in the public section.
- » The Workgroups system (FEFCO intranet) members will find various FEFCO archives (events, past publications, etc.) accessible to all members, and for members. Committee members have access to their working documents by selecting their committee workgroup from the pull-down menu.
- » CITPA member section

We welcome your feedback at [info@fefco.org](mailto:info@fefco.org) as we continue to improve the site.

## COMMUNICATIONS TOOLKIT

# Get involved with ‘Corrugated of Course!’

FEFCO launched Corrugated of Course in an effort to promote our industry and the benefits of corrugated packaging to European institutions, producers and retailers. The campaign shows the unseen value of corrugated. It brings together the latest news and stories from across the supply chain to highlight how this amazing material is bringing value throughout its lifecycle.



Over the past year we've published 44 blogs, received press coverage and helped develop a positive dialogue with our target audiences. Still, we strive to increase the campaign's reach and visibility. That's why we need your help. We're launching a Communications Toolkit so that you too can support Corrugated of Course and show how remarkable our material is.



## CORRUGATED OF COURSE

### COMMUNICATIONS TOOLKIT

## CONTENT

### Video

Take a look at the introduction video to understand our objectives.

### Back-links

Show your support and link to Corrugated of Course on your site.

### Logo

Download the Corrugated of Course logo and include it in your communications.

### Print Guidelines

To see how to best use and format the Corrugated of Course logo in your publications, please consult the design guidelines.

### Cool Facts

Have a look at our corrugated “Cool Facts” and include them in your presentations.

All the documents and instructions needed to complete the actions above can be found at [www.corrugated-ofcourse.eu/communications-toolkit](http://www.corrugated-ofcourse.eu/communications-toolkit)

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

## WHAT CAN YOU DO?

### Spread the word!

Encourage your customers to have look at [Corrugated of Course](http://www.corrugated-ofcourse.eu) and take part in the blogs.

[www.corrugated-ofcourse.eu](http://www.corrugated-ofcourse.eu)







## **citpa** New Website

CITPA has recently launched a new website at [www.citpa-europe.org](http://www.citpa-europe.org). This site provides you with the latest information regarding European paper and board converters associations, updates on joint actions, what's new in the industry, press releases, CITPA recent publications and a series of links related to CITPA activities. The CITPA members section contains all the minutes and internal working documents of all the Committees. **FEFCO members will have access to the CITPA member's only section** using their FEFCO login and passwords.



### What is CITPA?



Bob McLellan

CITPA represents the interests of the paper and board converting industry by lobbying the European Institutions. CITPA's mission is to coordinate and exchange information, and where possible, undertake joint actions on issues of common interest to the paper and board converting industries, with a special emphasis on packaging.



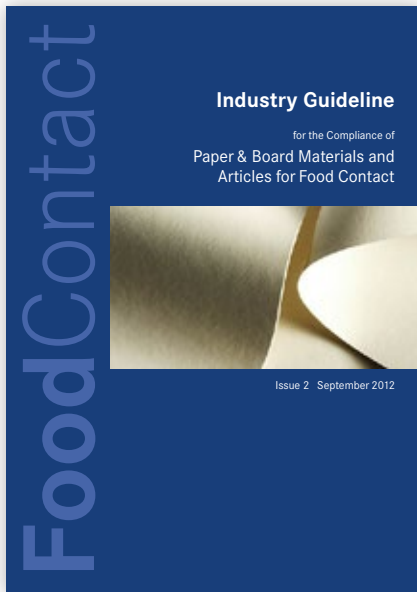
Bengt Nordin

In September 2009 Maria Casado was appointed as CITPA Secretary General after a career in an international law firm and a 3 year job as assistant for an MEP at the European Parliament.

At the latest CITPA General Assembly held in September, members congratulated its former president Bengt Nordin for enabling CITPA to strengthen its internal communication and increase members' contribution. As said in the words of CITPA SG, Maria Casado, Secretary General, Bengt's involvement has contributed to transform a "sleeping" umbrella association into an active and valuable organisation which knows today how to achieve its targets and is ready to face new challenges.

CITPA new president Bob McLellan has taken over the presidency role in July 2012 and said that "It's hard to follow somebody who has done such a great job!"

# Revision of the Industry Guideline for the Compliance of Paper & Board Materials and Articles for Food Contact



CITPA & CEPI have revised their Industry Guideline for the compliance of paper and board materials and articles for food contact.

The purpose of the Industry Guideline is, in the absence of a specific measure for paper and board, to enable manufacturers of paper and board materials and articles intended for food contact to demonstrate compliance with the Framework Regulation, (EC) No 1935/2004. The Guideline is however offered only as voluntary guidance for operators in the industry and there is no intention to replace existing national legislation, which will always take precedence.

The paper and board industry has envisaged its Guideline as a moving document which needs to be updated. This is the challenge we have adopted within the industry, supplying safe products and demonstrating compliance with relevant legislation.

The revision has been made by a Cross Industry Group chaired by John Swift. The Group will continue its monitoring activity of the sector and the collection of inputs to be taken into account for further revisions.

Paper manufacturing companies, representing around 50% of the European

production of packaging grades, and 20 major converting companies covering a large share of the European paper-based packaging production implemented the Industry Guideline during 2010, the first year of its publication. Many other papermakers and converters are in the process of adopting it in their operations. A further survey of the continuing uptake of the Guideline is foreseen in the coming months following the publication of this revised version.

## Where to find the revised documents?

The English version is available for download in the publication section of the CITPA web site at: [www.citpa-europe.org/library/industry-guidelines](http://www.citpa-europe.org/library/industry-guidelines)

The industry guideline will be translated into German, Dutch, Italian, Polish and French. English printed versions will be distributed soon.

## After plastics, which material will be regulated next at EU level?

The Framework Regulation (EC) No 1935/2004 sets down the general rules and principles for food contact materials (FCM). This Regulation - in force since 27 October 2004 - requires that FCM are safe, do not transfer their components into food in quantities that could endanger human

health, change food composition in an unacceptable way or deteriorate its taste and odour, and are manufactured according to the Regulation on Good Manufacturing Practice (EC) 2023/2006.

The Regulation establishes 17 groups of materials and articles which may be covered by specific measures: active and intelligent materials and articles, adhesives, ceramics, cork, rubbers, glass, ion-exchange resins, metals and alloys, paper and board, plastics, printing inks, regenerated cellulose, silicones, textiles, varnishes and coatings, waxes, wood and combinations of these materials.

At EU level, there are specific measures for ceramics, regenerated cellulose, plastics, recycled plastics and active and intelligent materials and articles. For the other materials, no EU specific measures exist.

The European Commission is preparing an impact assessment to investigate and evaluate the possible approaches for the non-harmonised areas of food contact materials. In this respect, the Commission will proceed with the evaluation of the current legislative situation in the area of food contact materials and collecting background information.

The industry guideline is our baseline for future discussions.



## More...

The 'Industry Guideline video' explains in short the how and why of this voluntary self regulation by the industry [www.citpa-europe.org/video-multimedia](http://www.citpa-europe.org/video-multimedia)

You can also refer to the document 'Summary of the Industry Guideline' (in English, French, German and Spanish) available at [www.citpa-europe.org/library/industry-guidelines](http://www.citpa-europe.org/library/industry-guidelines)

← Bengt Nordin, Maria Casado, John Swift

# NADs Activities

## VDW - Germany

### Corrugated board on Facebook and Twitter

The German Corrugated Board Industry Association (VDW) is now on Facebook and Twitter: on Facebook with information about education and training and on Twitter with information about corrugated board.

On Facebook [www.facebook.com/Ausbildung.Wellpappenindustrie](http://www.facebook.com/Ausbildung.Wellpappenindustrie) the focus is on training. As well as the usual dialogue options in Facebook, VDW also offers users the chance to find out about five of the professions for which most of its member companies offer training opportunities. Using a job market site, users can find companies near where they live or companies that offer training in one of these five professions. Visitors to the site can also discover what makes corrugated board so fascinating and why training in the corrugated board industry is so important for the future.

On Twitter ([https://twitter.com/VDW\\_eV](https://twitter.com/VDW_eV)) the subjects are more varied. They are aimed at everyone whose job involves corrugated board or who is interested in the material. It contains news from the industry as well as useful and entertaining facts about corrugated board.

## Forum Ecological Packing established

The Corrugated Board Associations in Germany, Austria and Switzerland have given their "Forum Ecological Packing" (Forum Ökologisch Verpacken) a legal framework by establishing a registered Organisation.

The Forum was established on 25 September 2012 during FachPack in Nuremberg, Germany. The founding members elected R. Dieter Kögler, former President of the German Corrugated Board Industry Association (VDW) as chairman.

The purposes of the Forum are to increase awareness of the value of a closed circle economy and to foster the recycling principle. "The paper recycling system has been proving its value for decades. It is widely accepted," said Alfred Bartosch from Forum Wellpappe Austria, "both by the general public and by retailers." Almost all transport packaging made from corrugated board is recycled.

Daniel Schärer from Wellkarton Schweiz added, "In spite of the well known recycling principle, many people are not fully aware of the economic and ecological benefits of corrugated board packaging. The aims of the Forum Ecological Packing are to increase awareness regarding the importance of

recycling and to promote resource-efficient packaging based on renewable raw materials."

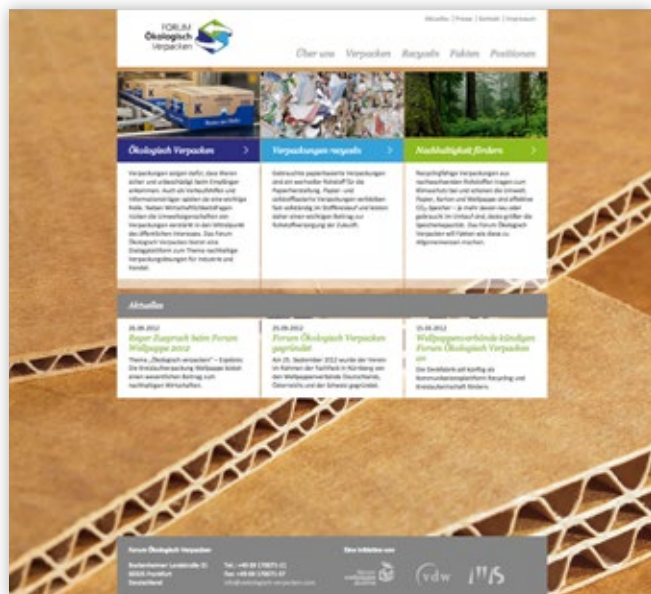
Forum Ecological Packing plans to bundle knowledge and energy thus becoming an information and communication platform. "Ecological packing is something that concerns us all, after all, handling finite raw materials responsibly as well as sustainable management have become social consensus," said Dr. Oliver Wolfrum, Managing Director of Verband der Wellpappen-Industrie e.V.

## CPI – UK

### New Twitter account

The CPI Corrugated Sector has launched a communications campaign to raise awareness of the benefits of corrugated packaging. Recognising the increasing importance of social media, they have recently decided to take part and since September CPI Corrugated is active on Twitter.

Twitter provides a forum for CPI to circulate key messages and to promptly inform followers of news. A three month trial will determine how useful this is for our purposes. Colleagues that are using social



Home page of the "Forum Ökologisch Verpacken"



CPI Twitter page @CorrugatedCPI



media are encouraged to follow us at:  
<https://twitter.com/CorrugatedCPI>

For further information please contact  
Andy Barnetson on [abarnetson@paper.org.uk](mailto:abarnetson@paper.org.uk)

## AFCO promotes the CF Standard (Common Footprint) in Spain

The increasing complexity and the demands of the international logistic cycles have highlighted the need for compatibility and efficiency as well as time and cost reduction, but without any detriment to quality. Packaging is essential in this challenging scenario and it cannot be left behind in the face of increasing market globalisation. There is more merchandise movement, distances are getting longer, more handling is needed and more agents are involved. Consequently, any improvement in logistics could mean an essential competitive advantage. It's our turn now to make a move.

Therefore, AFCO (Spanish Association of Corrugated Cardboard Packaging and Packing Manufacturers) is promoting tirelessly the introduction of the FEFCO CF

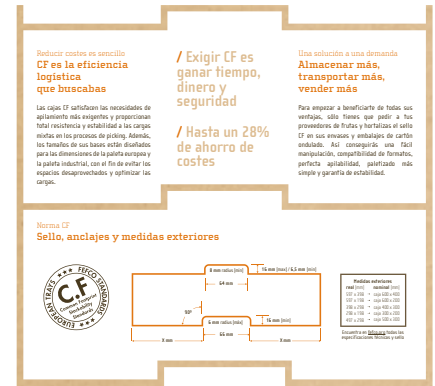


AFCO Common Footprint promotional documents

standard. To emphasise its importance, this FEFCO model has been published in Spain as the UNE 137005 standard.

The standardisation of the corrugated cardboard boxes outer measurements and universal interlocking tabs and receptacles improves efficiency in storage and transport, and increases sales. It is all about being compatible and about joining forces, pooling knowledge and experience for the benefit of all of the manufacturers.

It is clear that in Spain and throughout the rest of Europe, the market demands that boxes are compatible with each other.



Boxes that are from different packers and with different contents must be capable of being stacked and palletised efficiently and with good stability. These qualities go hand in hand with the traditional advantages provided by corrugated cardboard, such as infinite versatility and adaptability to the contents. AFCO believes that the CF standard is the perfect answer, and so it recommends that the Spanish manufacturers adapt to this standard, supporting AFCO as it promotes the importance of CF in fresh produce packaging among the different supply chain agents.

## FEFCO Technical Seminar

**FEFCO**  
Technical Seminar  
22-24 October 2013 Copenhagen

We are pleased to inform you that the 17th Technical Seminar will be held on 22nd – 23rd and 24th October 2013 at the Bella Center and Bella Sky Hotel in Copenhagen.

You can already mark the date in your calendar! This FEFCO event has become over the years the technical platform for the European Corrugated industry, and an event not to be missed!

### Practical information

As it was in Berlin in 2009, the main hotel is situated in the same venue as the event, and therefore networking will be made easier with everything under one roof.

In addition, the Bella Center is located very close to the airport and is just 10 minutes from the City center by the underground.

This venue is well-known for its ultra-modern, state-of-the-art facility; it is equipped with the very latest design and technology, so we are convinced that this choice will be convenient as well as attractive.

### Content

A draft programme will soon be available online. The FEFCO Production Committee is working very hard to offer you content of the highest standard. Next year the theme will be centered on the **“Corrugated Board factory of 2025”** - the pursuit of excellence in efficiency, zero defects, waste reduction and quality.

### Stand Booking

Sympathiser members will be personally informed by e-mail early in November and

will have the opportunity to reserve a stand before the end of the year.

### Registration to the conference

An information e-mail with the link to the registration page will be sent out early next year.

### Sponsorship opportunities

If you are interested in sponsorship possibilities, you can already contact Nathalie Schneegans at [nschneegans@fefco.org](mailto:nschneegans@fefco.org)

The Technical Seminar website is now online: [www.fefco.org/technical-seminar-2013](http://www.fefco.org/technical-seminar-2013)

The website will be updated regularly so please visit it frequently!

# FEFCO Activities

## New Board Members

**Ernst Jon**, International Paper Europe - replacing Greg Gibson.

**Jean-Marie Paultes**, COF - replacing Luis Martinez.

**Klaus Thimm**, VDW - Chairman of the M&E Committee, replacing Michael Cronin.

## NADs – National Association Directors Committee

**Lieve Vanlierde**, Chairwoman of the NADs, replacing Björn Sorensen.

## New Chairman M&E

**Klaus Thimm** was elected new Chairman, replacing Michael Cronin.

## New Chairman ComCom

**Richard Coward**, CPI - UK, has been elected Chairman of the ComCom, replacing Alexander Enzenberg.

## New FEFCO members

We are glad to welcome the following members who have joined FEFCO since January 2012.

## Corresponding members

### SFT Group

[www.sftgroup.ru](http://www.sftgroup.ru)  
Russian Federation

### Group of Companies PCBK

<http://eng.pcbk.perm.ru>  
Russian Federation

## Sympathiser Members

### Lubrizol Advanced Materials BVBA

[www.lubrizol.com](http://www.lubrizol.com)  
Belgium

### DuPont de Nemours

[www.Krytox.com](http://www.Krytox.com)  
Germany

## EU Affairs

### Subsidies for actions related to the environmental management of packaging

A new Regulation has entered into force on August 28th 2012, by which the Commission has decided to abandon the

subsidies for environmental actions related to the management of packaging.

Under the new regulation, subsidies for other types of environmental actions e.g. related to soil, energy savings, water treatments etc. will be possible; but subsidies related to packaging have been totally withdrawn.

Transitional provisions are foreseen: as long as approval for the subsidies was given before August 28th, Member States are allowed to continue paying them for the approved period (usually 5 years). Therefore, payments may continue in some cases until 2016.

With this new regulation, packaging as such is specifically excluded for grants and will not be eligible under the EU regime for the fruit and vegetables sector.

## Follow us on Twitter at: @FEFCO\_EU



Instantly get info on events, new insights from FEFCO websites, and valuable industry news.



Also on Corrugated of Course :  
[@Corrugated\\_OC](https://twitter.com/Corrugated_OC)

## Corrugated of Course website

**CORRUGATED OF COURSE** Discover the 41 blogs posted since the launch of the site! Watch the videos, the interviews, the benefits of corrugated packaging as well as many other of its surprising usages...  
[www.corrugated-ofcourse.eu](http://www.corrugated-ofcourse.eu)

# Events

## FEFCO Technical Seminar 2013

22-24 October 2013  
Bella Center - Copenhagen, Denmark

## Industry Events

### ICCA / WCO Global Summit

14-16 May 2013  
Paris France



### European Paper Week

13-15 November 2012  
Thon Hotel EU  
Brussels, Belgium  
[www.cepi.org/Content/Default.asp](http://www.cepi.org/Content/Default.asp)

## Other Events

### Emballage

19 - 22 November  
Paris, France  
<http://en.emballageweb.com>

### Pack & Move Logistik Verpackung

20 - 23 November 2012  
Basel, Switzerland  
[www.packmove.ch](http://www.packmove.ch)

### Packaging Innovations

28 - 29 November  
Passenger Terminal, Amsterdam  
[www.easyfairs.com](http://www.easyfairs.com)

### Verpackung Nord

23 - 24 January 2013  
Hamburg, Germany  
[www.easyfairs.com](http://www.easyfairs.com)

# FEFCO

250 avenue Louise 1050 Brussels  
Tel: +32 2 646 4070 Fax: +32 2 646 6460  
E-mail: [info@fefco.org](mailto:info@fefco.org)

[www.fefco.org](http://www.fefco.org)