



# FEFCO Technical Seminar

Record Participation with "The Corrugated Board Factory of 2025!"

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Marc Van Damme,  
Production Committee

# FEFCO Technical Seminar

Dear Colleagues,

The Corrugated Board Industry can look back on a very successful Technical Seminar held on 22-24 October with almost 800 participants from 42 countries and a fully booked exhibition. The feedback from the participants has been very positive:

- They enjoyed the content, including the spotlight sessions which for the first time took place on the exhibition floor
- The high standard of Bella Center was much appreciated
- The professional organisation by FEFCO was applauded.

In western Europe, the industry is facing difficult times due to the economic crisis, overcapacity and high prices for raw materials, but we can see signs of recovery. The intrinsic properties of our material make our product sustainable and unique. This is one of the reasons why we should be optimistic about the future. It will offer many opportunities thanks to major changes in the supply chain (e-commerce, shelf-ready packing and production on demand). These trends will force us to adjust our business model. Companies that adapt and take advantage of these changes can convert them into fantastic opportunities. Some of the challenges to embrace are:

- Increased demand for R&D and smart packaging
- Demand for lower carbon footprint and sustainable products (lower weight, new flute profiles, more recycled material, barriers for migration of potentially dangerous substances)
- Lower production costs (further automation, less staff, shorter set-up times)
- On demand production (shortened production flows, supply chain integration)
- Best use of the potential offered by digital printing
- Request for zero defect production and delivery (e.g. by eliminating sources of waste, quality control, fault detection and prevention).

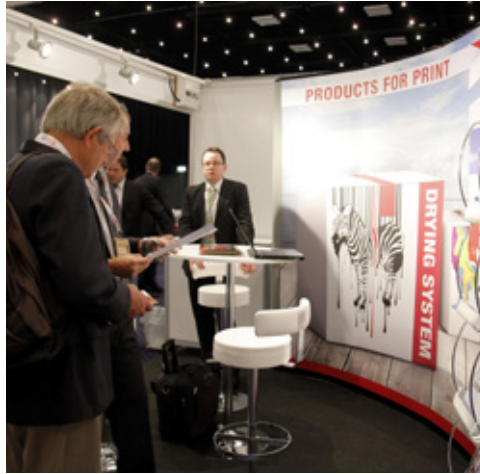
The FEFCO Production Committee will further continue its role to support the industry by providing information, sharing knowledge and triggering new developments.



**The European corrugated industry got closer than ever to its suppliers at FEFCO's highly successful 17<sup>th</sup> Technical Seminar, held for the first time in Denmark. Attendance at the 2013 event surpassed the 2011 seminar with an increase of 18%. A record number of delegates and exhibitors gathered together at the Bella Center in Copenhagen from 22-24 October for three days of presentations around one central theme 'The corrugated board factory of 2025'.**

# 22-24 October 2013 Copenhagen

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



## The Technical Seminar 2013 at a glance

- almost 800 delegates
- 42 countries
- 95 stand units
- 68 exhibiting companies
- 3 conference sessions
- 48 spotlight presentations

## Feedback from the online survey

- 37.3% of respondents said the event exceeded their expectations
- 30% rated the event excellent and 63.5% good
- 42.8% rated the organisation excellent and 49.2% good

## Respondents to the exhibitor's survey

- 82% said they would attend again
- 85.7% liked the spotlight sessions in the exhibition hall



The first Session on **raw materials and future development** left delegates in no doubt as to what the modern corrugated packaging customer is looking for.

**"Thank you. Very interesting, enjoyed it very much. Well Done!"**

*DS Smith Paper*



*Marek Motylewski - Mondi*

**"The right paper for the right box!"**

Karsten Almosetoft, Director of the Danish packaging umbrella organisation Emballage-Industrien, presented the views of three major corrugated users, all supporters of environmentally friendly packaging materials. Dairy foods giant Arla, ▶





**"Better to prevent a defect than to detect it!"**

drinks manufacturer Carlsberg, and family owned Lego, are all committed to the use of environmentally friendly packaging. For all three companies, corrugated board is the material of choice, but the emphasis is on more efficient, lighter designs, a theme that was developed further by Miguel Pelayo from Saica. He spoke about Performance Packaging, arguing that advancements in light-weight materials provide the industry with the opportunity to focus on box performance rather than liner weights. Finally, Marek Motylewski, Head of the Technical and Marketing Service Department at Mondi Swiecie, painted a picture of the corrugated plant of the future, with much more sophisticated corrugators converting 'smart' reels of paper! He also explained why in the long run recycled paper cannot be the only solution, either in terms of supply or for specific product end uses.



**Zero defects** was the theme for Session 2, and again the opening of the session was dominated by the views of a major customer, this time presented by Fernando Bayod of Procter and Gamble. He underlined the fact that what is most important is using the right weight which does not necessarily mean the lightest; and he suggested that the industry should become more systematic in its use of scientific testing methods. His wish is that the industry offers products that are always better, cheaper and innovative! The rest of the session was taken up by contributions from representatives of various OEMs (Original Equipment Manufacturers). They presented a step by

Zero defect technology, its status and impact on our industry

## Cocktail Apex Group of Companies



For the 4<sup>th</sup> time Apex Group of Companies sponsored the Welcome Cocktail on Tuesday 22 October

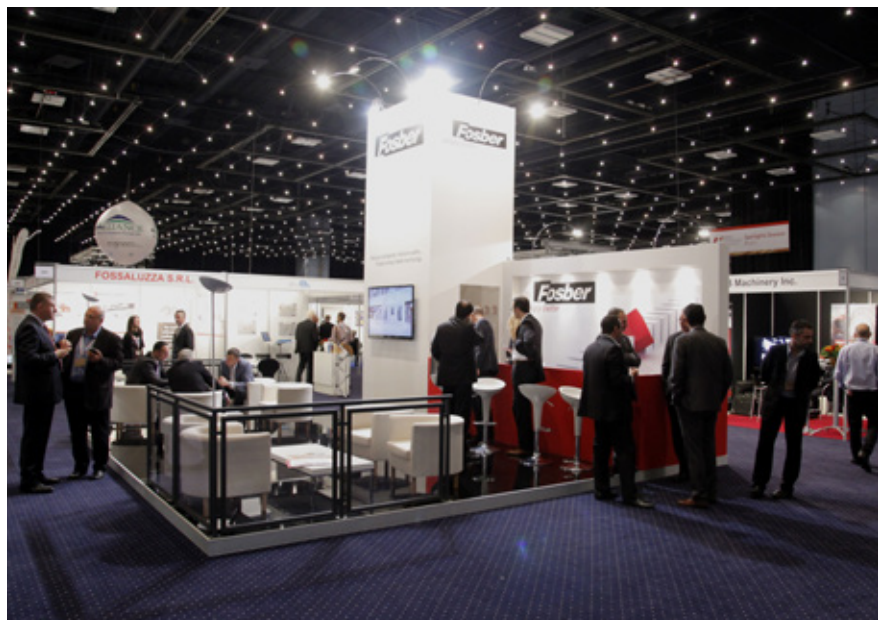
step analysis of technology already available and technology expected to be developed in the future, aimed at eliminating defects at the corrugator, in the printing process and in board conversion. Wilbert Streefland of Technology Coaching concluded the session by advocating the use of in-house test laboratories for continuous monitoring of quality, rather than just for investigating complaints.

**“Looking for new ways to move the industry ahead!”**

**Efficiency in Production** was the theme of the concluding session, beginning with an analysis of sources of waste in the corrugated factory, presented by Andreas Dörken and Fernando Assens of Argo Inc. They presented a step by step approach to eliminating waste in all its forms, simply by the concentrated use of lean manufacturing techniques. Rising energy costs demand that attention is paid to ways of improving efficiencies in corrugated board production and conversion, with the greatest opportunity being energy usage in the boiler house and at the corrugator. This was the view of Holger Jung of PTS, who went on to talk about topics such as low temperature technologies and heat recovery. Finally in Session 3, various speakers representing OEMs gave their view of the 'unmanned and digital' corrugated board factory of 2025. New technologies, fully integrated planning systems and automated production flows will certainly help the industry to become leaner, more efficient and customer driven.



*The Unmanned Corrugated Board Factory of the Future - several OEM suppliers*



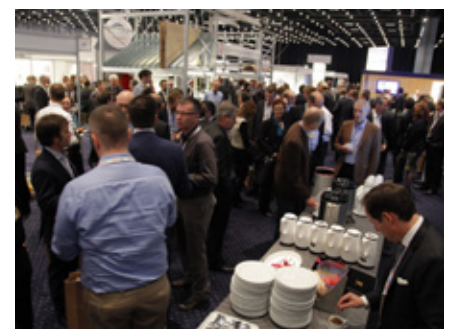
*FEFCO Technical Seminar Exhibition Hall*

### The Corrugated Board Factory of 2025

This presentation highlighted some of the industry's key challenges:

- better use of limited resources
- the constant need for cost reduction
- increasing demand for zero defect quality
- the necessity for more innovation in design and higher print quality
- a trend towards less and less human intervention

### Coffee Breaks sponsored by Tereos Syral



*Discussions continue over coffee*



## Spotlights



## Awards



Markus Haupt - Göpfert Maschinen



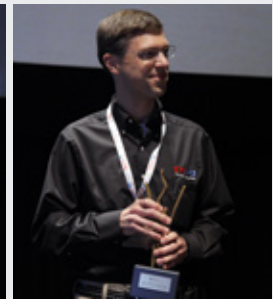
Ulrich Wolz, Bahmüller



Thomas Heer, Ammeraal Beltech



Jan Geuens, OM Partners



Dave Swedes, Valco Melton

Once again the spotlight sessions generated great interest and gave a good overview of the latest technological innovations from suppliers. After some deliberation the FEFCO Production Committee awarded prizes to the following companies:

### Best Innovation:

**Gold Award: Chimigraf** for its "Digital printing for corrugated cardboard sheets", in collaboration with the companies **Barberán and Serra** and outlined in a spotlight by Eladio Lerga. The award was presented to Cleo Vargas (Chimigraf - digital printing ink), Dennis Van Ijzerloo (Barberán - digital printer) and Ramon Serra (Serra - automatic feeder and stacker). The jury was delighted to see an innovation for digital printing for advanced and high volume driven corrugating plants.

**Silver Award: OM Partners** for its "Cost-



Cleo Vargas - Chimigraf, Dennis Van Ijzerloo - Barberán, Ramon Serra - Serra

**According to the 17<sup>th</sup> FEFCO Technical Seminar delegates the Bella Center venue also contributed to the success of the event, thanks to the high standard and quality of its infrastructure and services.**

optimal Transport Planning, integrated with Production Scheduling" presented by Jan Geuens. The presentation convinced the jury that this innovation can bring real

added value and improve the perception of competency in our industry for our customers.

### Bronze Award: Bahmüller

**Maschinenbau** for its "Boxflow<sup>®</sup>Solutions" presented by Ulrich G. Wolz. The Production Committee acknowledged the work done in the field of folding and gluing and welcomed new efficient solutions for bundling.

**Best Presentation:** the winner was **Marcus Haupt from Göpfert company** with his presentation "Ready to rig the roll?"

**Safety: Ammeraal Beltech** "Safe walk - with modular belts" won the special Safety award for this development which will improve safety in corrugating plants.

### Most Inspired new FEFCO member: Valco Melton

won the award for their Clear Vision quality control system, which will contribute to the industry's aim to deliver zero defect boxes.



Walter De Smedt, Chairman FEFCO Production Committee



Roberto Villaquiran, FEFCO President



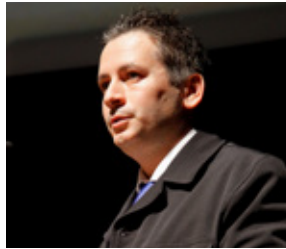
Karsten Almosetoft  
Emballageindustrien, Dansk Industri



Marc Van Damme, incoming Chairman  
of the Production Committee



Stephan Lechel, Porsche consulting



Fernando Bayod, P&G

## City Hall Reception



Reception at the Copenhagen City Hall on Wednesday 23 October 2013

## The FEFCO Production Committee



A resounding success for the members of the FEFCO Production Committee who put together this attractive programme. Special thanks to Walter De Smedt who has been the team captain for seven years! Names, from left to right: **Marc Van Damme** - VPK Packaging and new Production Committee Chairman, **Bernd Dilger** - DS Smith Packaging, **Klaus Lüke** - Klingele, **Johann Grünwald** - Smurfit Kappa Corrugated Central Europe, **Luis Martin** - International Paper, **Yves Durand** - DS Smith Packaging, **Walter De Smedt** - Smurfit Kappa Corrugated Division, **José Herrando** - SAICA, **Pawel Rogalka** - AQUILA, **Julian Pachniewski** - VDW, **Kurt Jensen** - Smurfit Kappa Danmark (Not shown: Laszlo Koscsó - Rondo Hungary)





## FEFCO Regulatory Affairs Committee (RAC) What are the challenges for 2014?



FEFCO Regulatory Affairs Committee: (From left to right) Ben Blydenstein, Maria Casado, John Swift, Angelika Christ, Jean-Jacques Azens, Julian Pachniewski, Martin Messner

The end of a year is always a good time to report on activities carried out and to look forward towards the challenges ahead.

The FEFCO Regulatory Affairs Committee, RAC, has always been focused on two main fields of activity, **Environment** and **Product Safety** and is actively involved with European Commission and Parliament working groups & committees, carefully walking the fine line between being trustworthy and exerting influence.

The revision of the Packaging and Packaging Waste Directive will be amongst our challenges not only for 2014 but also for some years to come. After an initial evaluation of the effectiveness of the Directive to date, there has been some commotion concerning the strong push by NGOs and members of the EU Commission to change the legal basis of the directive from **"Single Market"** (remove obstacles to trade and distortions of competition while avoiding Member States restricting imports)

to **"Environment"** (reduce the overall impact of packaging on the environment). But we should remain confident in the coming months; the priority is the revision of the waste recycling & reuse targets set in the Directive which has to be published as a proposal before the end of Commissioner Potočník's term in October 2014. Afterwards we should anticipate another two years before the revision is finalised.

The timescale for completion of an assessment of the coherence of existing waste legislation, called a fitness check, and a proposal for a revision of the PPWD itself will take longer. The study could be finalised by next March, then the Commission will prepare its own first draft and conduct an impact assessment, which is expected to last more than six months. Only then would a proposal be published, possibly during 2015.

The RAC will pursue its role to **agree on common strategies with paper related sectors to face crises** either brought on by the presence of an unwanted substance (mineral oils, Anthraquinone, Phthalates, BPA) or "self-imposed" because of our need to react with an individual strategy (Borax).

Concerning **mineral oils** the industry has already made significant progress towards reducing the levels of mineral oils contained in its processes and products, despite the absence of clear scientific and regulatory guidance.



The European paper-based packaging industry is a pioneer in developing and setting standards for food contact paper-based packaging. **The Industry Guideline for the compliance of paper and board materials and articles for food contact** is a very ambitious project which started back in 2004 and is lead by CEPI and CITPA. The ultimate goal is twofold:

- to provide a comprehensive legislative framework for paper and board producers and converter companies while
- defending the Industry Guideline approach in possible future legislation at EU level.

**The new objective will focus on the improvement and better understanding of the use of the Industry Guideline by our companies.**

**The role of packaging to prevent food waste** has been at the core of our activities at different levels. At EU level, packaging has been recognised as part of the solution to prevent food wastage. FEFCO was invited to speak at the United Nations Environment Programme (UNEP) roundtable on Eco-innovation on how corrugated packaging contributes to a reduction in food waste. **The new challenge will be the legislative initiative on food waste reduction expected to be presented by 2015.**

These are the issues we see for next year but we should also bear in mind that the next European Parliament elections and the election of the new Commissioners College may bring us some interesting additional challenges.

For further information please visit:  
[www.fefco.org](http://www.fefco.org)  
[www.citpa-europe.org](http://www.citpa-europe.org)

## Packaging helps prevent food waste

FEFCO Secretary General, Angelika Christ, was invited to speak at the 15th Forum on Eco innovation which took place on 12-13 November in Hanoi, Vietnam. The conference was organised by UNEP (United Nations Environment Programme) and the EU Commission and Ms Christ spoke about the positive role packaging plays in preventing food waste. The conference's overall theme was "Cutting Waste...resource efficiency and eco-innovation for sustainable food chains".

Governmental institutions, industry and NGOs were represented in both the speakers and delegates. Once more FEFCO succeeded in demonstrating that the right packaging contributes substantially in the prevention of product loss; participants agreed that when looking at environmental impact, legislation should focus on the whole product instead of packaging alone.



FEFCO Secretary General Angelika Christ explaining the positive role packaging plays in preventing food waste

### Regulatory Affairs Committee (RAC) Members 2013

Jean-Jacques Azens	Smurfit Kappa France
Andrew Barnetson	CPI - Confederation of Paper Industries
David Higgins	International Paper Europe
Martin Messner	Mondi Uncoated Fine & Kraft Paper
Julian Pachniewski	VDW - Verband der Wellpappen-Industrie
Anke Peter	THIMM Verpackung
Marcello Pezzi	DS Smith Packaging
John Swift	DS Smith Packaging Europe

# NEW YEAR MESSAGE FROM Mr C



2013 was a good year for FEFCO's 'Corrugated of Course' campaign which continues to gather momentum. In Q4 my advertisements were placed in pan-European trade publications Packaging Europe, Food and Beverage International and European Supermarket Magazine and supporting editorial coverage was achieved.

We are delighted that the National Associations are building their support for the campaign: Carton Ondule de France placed my advertising within LSA magazine and Linéaires, both leading French grocery titles. Dutch and Belgian national associations Golfkarton and FETRA featured me on their web pages and in trade advertising material, and German national

association VDW have translated and are promoting the 'Mr C' video. I also took part in fruit and vegetable trade fair 'Macfrut' in Italy, appearing on the stand of Bestack (pictured).

In September my advertising was nominated for the Best Trade Media category at the UK Grocer Magazine Marketing, Advertising and PR awards, one of six nominations out of ninety four entries. Following this, FEFCO, in partnership with

the UK Confederation of Paper Industries, sponsored the awards event in London. My life-size image was placed around the venue to promote the key benefits of corrugated packaging (pictured).

Finally those of you who attended the FEFCO Technical Seminar will have noticed that my life-sized images were used to direct delegates around the venue. I hope that no-one got lost!

Meanwhile we wish you all a very happy and prosperous New Year!



*Mr C joins in the celebrations at The Grocer Marketing, Advertising and PR Awards*



*Mr C helps promote the environmental credentials of the Common Footprint*

To view my advertising or watch my video or to learn more about the benefits of corrugated packaging please visit [www.corrugated-of-course.eu](http://www.corrugated-of-course.eu) or contact FEFCO Marketing and Environment Director Ben Blydenstein: [ben.blydenstein@fefco.org](mailto:ben.blydenstein@fefco.org)





# National Associations Update

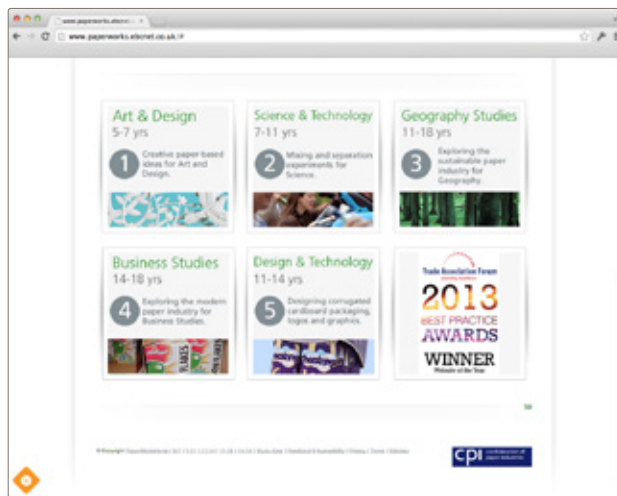
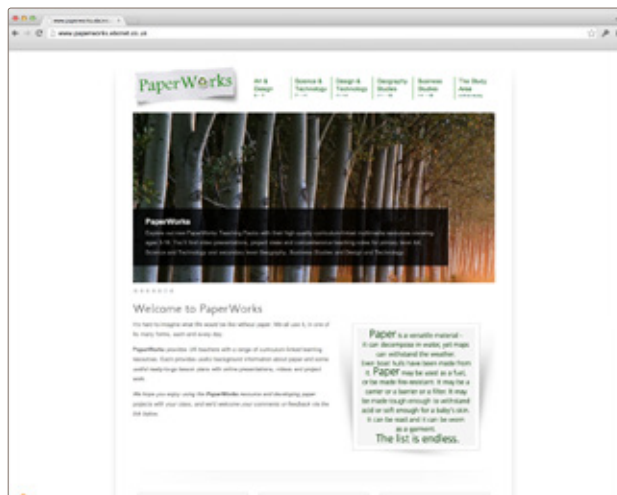
## CPI - UK

CPI in the UK has announced that it has added a "Design & Technology for Corrugated Cardboard Packaging" module to PaperWorks - a website that provides curriculum-linked learning resources about paper for schools.

The new module gives students aged 11-14 a "hands-on" opportunity to respond to a realistic packaging design brief, by creating a logo and brand, then designing a packaging solution based on the 'shelf-ready packaging' (SRP) requirements that are now commonly specified by customers of the corrugated cardboard packaging industry. The module also presents corrugated cardboard as a sustainable and renewable material, with a recycling rate of more than 80%.

In addition to this module, the award winning PaperWorks website contains modules for pupils with ages ranging from 5 to 18, each with a different focus such as Art & design, Science & Technology, Geography and Business.

Visit the PaperWorks website at [www.paper.org.uk/paperworks](http://www.paper.org.uk/paperworks)



The different modules available on the Paperworks website

# FEFCO Activities

## Members

A big welcome to the following new Sympathiser and Corresponding members who have recently joined FEFCO:

### Sympathiser members

- J.S. Corrugating Machinery Co. Ltd  
China  
[www.jspackmach.com](http://www.jspackmach.com)
- Stora Enso - Germany  
[www.storaenso.com/specialitypapers](http://www.storaenso.com/specialitypapers)
- Policart - Italy  
[www.policart srl.com](http://www.policart srl.com)
- Quintiq – The Netherlands  
[www.Quintiq.com](http://www.Quintiq.com)
- Gapac - USA  
[www.gp.com](http://www.gp.com)

### Corresponding members

- Master Packaging Inc - Canada  
[www.master-packaging.com](http://www.master-packaging.com)
- First Co. For Industrial Development  
S.A.E. - Egypt
- Rengo Co Ltd. - Japan  
[www.rengo.co.jp](http://www.rengo.co.jp)
- Prima Board and Pulp (Pty) Ltd  
South Africa  
[www.primabox.co.za](http://www.primabox.co.za)



## RE-IGNITING THE FLAME FEFCO SUMMIT LONDON 4-6 JUNE 2014

### FEFCO Summit – 2014

FEFCO proudly announces that our next Summit “**Re-igniting the Flame**” will be held in London, UK from 4–6 June 2014. Venue: Millennium Gloucester Hotel in Kensington, London, UK

“Re-igniting the flame” is the theme of the Summit, not only a reference to the

Olympic games that were held in London in 2012 but also a rallying cry to the industry to respond to and take advantage of the improving economic situation. One objective is to reinvigorate our industry!

Although this theme will prevail throughout the Summit, the event is also about building bridges from the past to the future, connecting and exchanging information with peers and supply chain decisions makers and learning from each other’s experiences. The Summit will also endeavour to create a good mood in the industry, and we hope to share with you some positive thoughts so that your confidence in our fantastic packaging material remains high.

Sounds interesting? Save the date! The website with more information on the programme as well as on registrations will be available at the end of January via the FEFCO website.



# Events

## 2014 FEFCO Summit – London

4-6 June, 2014  
The Millennium Gloucester Hotel & Conference Centre  
London, UK  
[www.fefco.org](http://www.fefco.org)

## Other Events

### Packaging Innovations Hamburg

22-23 January, 2014  
Messe Hamburg, Germany  
[www.easyfairs.com](http://www.easyfairs.com)

### Packaging Innovations 2014

26-27 February 2014  
NEC, Birmingham, UK  
[www.easyFairs.com](http://www.easyFairs.com)

### European Packaging Summit 2014

27-28 January 2014  
Maritim proArte Hotel, Berlin, Germany  
[www.europacksummit.com](http://www.europacksummit.com)

### FINAT Technical Seminar 2014

5-7 March 2014  
Fira Palace Hotel, Barcelona, Spain  
[www.finat.com](http://www.finat.com)

### SAVE FOOD Congress 2014

7-8 May 2014  
Interpack Düsseldorf, Germany  
[www.save-food.org](http://www.save-food.org)

### Interpack

8-14 May 2014  
Dusseldorf, Germany  
[www.interpack.com](http://www.interpack.com)

# FEFCO

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