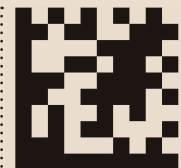


Produced by the European Federation of Corrugated Board Manufacturers

Marketing or safety driven,
traceability has key role to
play in the future.



EU legislation update
on **traceability**



2D Matrix Code: an
alternative to RFID?
Why RPC pool operators
use 2 D barcode symbols



Final programme,
FEFCO Congress in Dublin

Source: THIEL Logistics Services

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FEFCO Logistics Workshop



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ANNE-SOPHIE DUCHENE
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Editorial

Fefco Workshop Competitiveness in a new logistics era

Nathalie Schneegans
FEFCO Market Development Manager

FEFCO is putting the finishing touches to the preparations of the Congress to take place in Dublin this month (21-23 June). It promises to be a great event with very high level speakers, exciting social gatherings and great networking opportunities.

In the past months and to follow up from the items discussed at the marketing congress in Istanbul we have had numerous opportunities to look deeper at the new logistics trends and the future of the retail supply chain. The logistics workshop put together by the Communications Committee was intended to give the sales and marketing professionals of the industry some practical tools and information to better anticipate and approach the challenges faced by our customers and by our customers' customers.

The next Fefco Congress promises to be a great event with very high level speakers, exciting social gatherings and great networking opportunities

You will see from the different presentations covered in this issue that the event was indeed a condensed set of tips and insights into the mechanisms of the future supply chain.

You will also find out about the different activities of the last quarter and of course you can see an updated programme for the Dublin congress on p 9.

We look forward to seeing you in Dublin.

The first workshop in a new series of events devised by the FEFCO communications committee took place on the 4th of May in Brussels together with a visit of the local Volkswagen plant to see the logistics and replenishment systems of the parts along the production line and the packaging that the parts arrive in.

This workshop was the result of fruitful debates, which took place during the last Communication Committee meetings where the role of the group was reviewed. This committee decided to disseminate more information on the benefits of corrugated and also on the major trends that could have a direct or indirect impact on the evolution of packaging. One of FEFCO's goal is to provide a basis for strategic decisions with connections to corrugated standards, packaging innovation and regulations, and logistics is at the crossroad of many of these issues. Logistics has an impact on packaging and visa versa!

Consumer protection regulations, e-commerce, environmental regulations, packaging regulations, production patterns, all have an impact on logistics processes and influence the demand for transport!

Corrugated being the N°1 Logistics packaging in the world, we thought that it would be a good idea to start with a workshop presenting the evolution in Supply chain & Logistics but also in the retail trade. It is a very wide topic, which is why we could only present some overall views in order to give participants food for thought and some highlights on a selection of hot topics that were efficiently underlined by each speaker.

First we gave an overview of the current EU legislation and their impact on our industry. Please read p3 how FEFCO came to draft a set of guidelines for the paper & board industry in order to help companies comply with rules and regulations in an integrated approach. We then looked at the application of traceability in the supply chain and why and how of the expanding use of 2D codes. Finally a look at the trends in European retail enable us to put all legal and technical developments back into perspective and remind us who are our customers' customers and what the retail scene could look like in not so long term.

The participants found this workshop valuable and went back home with clear ideas on the latest trends & developments in logistics and we would like to invite you to attend our next workshop in the autumn!

NS



Workshop participants visited the Volkswagen plant in Brussels

EU Legislation Update on Traceability

By Ludwig Anckaert, FEFCO Technical Director
and Hanneke De Leeuw, FEFCO EU Affairs Manager

“Very useful, good timing,
interesting and challenging
subjects that immediately
result in practical use”

Hubert Scheir,
Marketing Director, ESKO

Traceability can seem like a very complex issue but in fact it is basically a large record keeping system. There are several definitions of traceability:

- Traceability refers to the completeness of information about every step in a process chain.
- Formal definition: Traceability is the ability to chronologically interrelate the uniquely identifiable entities in a way that matters.

The legislation

There are two main pieces of legislation which outline specific traceability requirements: **General Product Safety** legislation – Regulation 2001/95 on general product safety.

The objective of this text is to ensure that products placed on the market are safe. By product it is meant any product **intended for consumers or likely to be used by consumers**. This regulation gives a definition of a safe and healthy product, indication on withdrawal, recall of products, all of which cannot be achieved without a traceability system. The regulation defines a general safety obligation, the conformity criteria, and the obligations for producers, packers/ fillers and distributors; all these items are requiring exchanges of information and quick ways of operating.

Specific Food Safety legislation – Framework Regulation 1935/2004 EC on articles/materials intended to come in contact with food. Article 17 requires full traceability in place by 27th of October 2006. The main requirements of the regulations are as follows:

- Traceability to be ensured at all stages in order to: facilitate control; recall defective products; provide consumer information; and attribute responsibility.

- Business operators should have systems and procedures in place to allow for identification of: the origin of the food contact materials and substances used; and where the manufactured products have been supplied to.

Furthermore the Framework Regulation 1935/2004 EC requires that the information shall be made available to the competent authorities on demand. This means that materials and articles placed on the market in the EU must be identifiable by an appropriate system which allows their traceability by means of labeling or relevant documentation or information.

FEFCO took the initiative to develop guidelines for the Paper & Board Industry. The aim was to reach the highest efficiency at the lowest cost possible, to take into account the potential occurrence of recall (historical), to assist companies in fulfilling their obligations in that respect, and to have an integrated approach.

The guidelines are a living document that will be updated periodically. This document was presented to and “accepted” by the EU-Commission with the following comment: Happy with the initiative but will verify effectiveness starting from 27th October 2006.

These guidelines can be found on the FEFCO website, at the bottom of the following page link: www.fefco.org/index.php?id=479

The guidelines cover a very wide scope of materials and articles, and run through the 2 levels of traceability:

- Level 1: within the operation of each stakeholder;

- Level 2: between different stakeholders. Both levels must function to achieve full traceability.

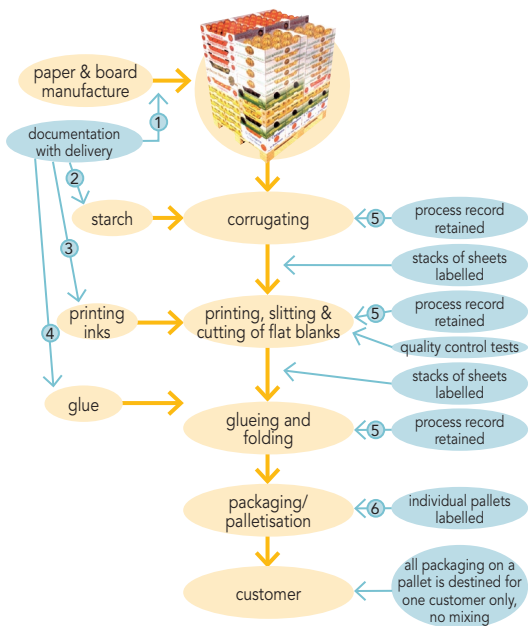
1. **What is the scope of these guidelines and their application to Paper and Board?** This specific section of the guidelines covers paper and board and their converted products from the paper mill downstream to the packer-filler stage. It does not cover tissue products. Paper making raw materials and certain additives used in subsequent processes are not covered by Regulation 1935/2004, but it may be necessary to establish links to these materials, in order to determine commercial or legal liability. Details are included in the guidelines as to how this might work in practice.

2. **General information is given such as definitions, and clarifications.** Food uses of paper and board and their converted products could mean for example pizza boxes, sugar bags, beverage cartons etc. the intention is to give an overview of the flow line. However the processing chain for paper and board packaging is extremely complex. There are different ways in which paper may be processed before use. There is a considerable overlap of the operations performed in different types of converting plants. It is impossible to produce guidelines covering all aspects of production and the converting process. The guidelines therefore explain best practice and main principles. As part of this information it was important to give examples of packaging processes and products. Four packaging products considered as typical have been selected as examples for traceability during their manufacturing: cartons for liquid food, corrugated boxes, paper for hot filtration (such as for coffee

and tea) and folding box board cartons. Finally special consideration is also given to bulk raw materials.

3. Recall. One of the main purposes of the traceability requirements in Regulation 1935/2004 is to enable the recall of a defective product. Business operators are required to have systems and procedures in place that allow the identification of the suppliers of food contact materials and substances used in their manufacturing process. It is necessary to know and to indicate where the products have come from but also who they have been supplied to, from the paper mill downstream to the final packaging product, either in the form of identification on the product itself or contained in the accompanying documentation. Because of extensive record-keeping within all the processes of the paper packaging chain, both upstream and downstream, product traceability and the identification of the source of any problem will be ensured.

Production of Corrugated Boxes



What information is needed?

Individual Batches labeled with a unique «code». This is the main requirement, which originates from the supplier. The information linked to the unique code of the batch should be as follows:

1. Documentation on raw materials
2. Written records of process
3. Retained samples
4. Quality control tests
5. Documentation with delivery

Practical interpretation

Batch size (the details) is not defined in the legislation. The advice is to relate it to shelf-life or life time of the product to traceability records, would be likely to meet the objective of Article 17.

What are 'appropriate systems'?

As long as the system is effective, it is allowed!

Do we have a problem, as an industry?

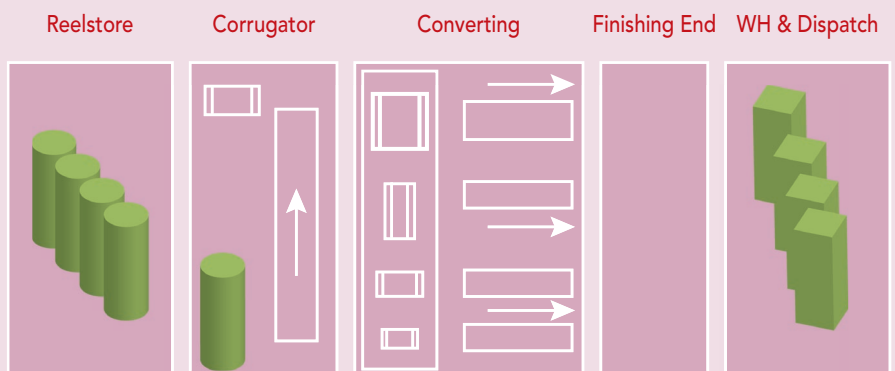
The practical implications of these legal requirements are almost entirely covered by ISO 9000 systems, and most corrugated plants have already got these systems in place.

Recommendation

Verify the effectiveness of traceability at your suppliers' side and at your side.

Details of traceability tools

1. All paper reels are marked with manufacturer's name and reel number
2. Starch is delivered by tanker. Supplier, batch number and delivery date are recorded. See text for explanation of traceability where bulk raw materials are used.
3. Inks are delivered in approx. 200 liter drums marked with supplier and batch number. Batch numbers stay with drums and are recorded every time the drums are used for a particular order.
4. Glues are normally delivered by intermediate bulk container. Supplier, batch number and delivery date are recorded.
5. Time log is kept, which links customers orders (job numbers) to all production variables and incoming raw material batches. Records are kept according to the lifetime of the product.
6. Pallet is labeled with details of product, job number, customer and date of manufacturer. Information is duplicated on an accompanying customer delivery note.




L-Shape

Data matrix code an alternative to RFID? Why RPC pool operators use 2 D barcode symbols

An interview of Danny Nadri, Visidot



 Since the early 70's bar-coding has made its way into the retail processes. The implementation of bar-coding has been a long and arduous process. In 2004 Migros reported that only then, after 25 years, they had achieved 100% bar-coding on their consumer products. Bar-coding helped to control processes and consequently to create considerable savings in the supply chain and on the retail floors. Barcodes however cannot always be read and a line of sight is required.

In the past three decades a lot of progress has been made in the field of electronics, progress which also enabled the development of applications in the technology used for RFID.

RFID was originally developed by the US-forces in the 2nd world war, and suddenly became more viable thanks to cheaper, more reliable and powerful electronics.

RFID promises to give an answer to the weaknesses of bar-coding: no line of sight, capability of processing more units at the same time, more data storage, adding data throughout the supply chain thus helping traceability.

The expectations for RFID were very high and based on huge potential costs savings that were considered feasible. Recently it has become clear that even though RFID is already mature in a number of more limited applications, there is still a long way to go before RFID is applied on all consumer items be it food or non-food, cheap or expensive....

Problems remain in many fields such as canned products and products that contain liquids.

FEFCO has commissioned research at the University of Valence to see what is already possible and how much reliability has increased.

Because RFID was not up to the expectations a number of actors in the supply chain started looking for alternatives to bar-coding (such as 2-D datamatrix) in order reap the rewards of savings in logistics

**RFID promises
to give an answer
to the weaknesses
of bar-coding**

FEFCO asked the company Visidot to come and present their Automatic Identification & Data Capture solution (AIDC) to the participants of the workshop in order to gain a better understanding of how it works but also of the mechanisms in place to generate the much sought after savings.

We asked Danny Nadri, Sales Director of Visidot, what 2D matrix is really about:

DN: we have developed a system based on digital imaging technology that reportedly is capable of capturing hundreds of standard, paper-label 2D Data Matrix codes in a single read from up to a hundred feet away. Besides the data Visidot can also provide the actual picture that was taken, picture which could be used as «evidence of the condition of the load» or evidence of the existence of the load in the system. The Visidot solution is currently being used in retail supply chains, automotive manufacturing and reusable assets pool management operations to provide per-asset visibility and to increase operational efficiencies.

What is Datamatrix?

DN: The 2D Data Matrix barcode is one of the most well known 2D barcode symbologies, and is used for many applications that require large data capacity labeling. It is a globally accepted barcode symbology, recognized by the International Standards Organization and leading industry associations.

Is this an alternative to RFID?

DN: Bar codes are cheap, reliable and standardized. However, they are proximity-dependent and orientation-sensitive, making them slow to process and prone to human error. The promise that RFID would solve these problems has been tempered by accuracy problems, high costs and environmental limitations around metals and liquids. Yes, the performance is improving, but how close are we? Visidot AIDC solution represents an alternative to RFID. Furthermore from a user perspective we think that comparing assets based on real pictures is a far easier process than comparing digits.

Why are RPC pool operators using 2D matrix?

DN: IFCO Systems, one of the worlds leading supplier of reusable plastic containers (RPCs) with more than 260 million rentals per year, was looking for a way to track each of its millions of RPCs throughout its network of over 40 RPC service centres and storage depots all over Europe and North America. The company needed a cost-effective system that could scan an entire pallet of hundreds of crates quickly, with near 100 per cent accuracy.

Using Visidot's AIDC solution, the company initiated a limited scale implementation in a production environment, where they achieved 99.74 % system accuracy on over 1.5 million reads. That figure included missed reads resulting from dirty tags, crates that were missing tags, and damaged crates that rendered tags unreadable. Visidot offers IFCO the traceability of labeled crates, real-time views of inventory at depots, views of crate cycle times, accurate records of customer shipments/returns, and the foundation for improving customer request response time.

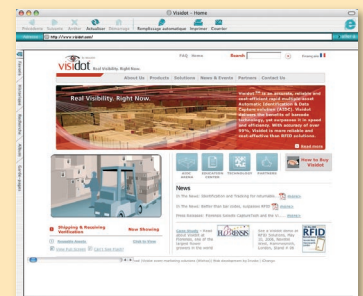
What is the technology involved exactly?

DN: The system works as follows: the digital camera captures multiple tagged assets in a large field of view. The range is up to 150 meters. Assets can be captured in motion and at extreme angles. The activation of the camera is automated via sensors. Also it can withstand harsh environments. Then the read results are compiled in a single «clean» XML file for transfer to the data management system. The entire process – from image capture to final data file transfer – is typically performed in less than 5 seconds.

During a live demonstration in the workshop Danny Nadri was challenged to change the orientation of the camera, to distort the paper on which the 2D label was applied, to read a label on brown paper... He happily complied and the participants were clearly impressed by the demonstration.

It is possible that users of corrugated transportation packaging will be tempted to exchange their bar-code labels with the more sophisticated 2D-dot matrix labels. This is why the corrugated industry should be aware of these developments; we have to learn the technical ins- and outs of the codes and understand how to print these codes on boxes. In other words, box manufacturers should be able to answer the questions raised by their customers. Just as it took some time before our industry was able to reliably print barcodes on boxes we are now faced with a similar question but now for 2D-matrix codes.

**Food for thought...
More information on this
subject is available on
www.visidot.com**



Emerging Trends in European Retail

By Enrico Colla, Negocia

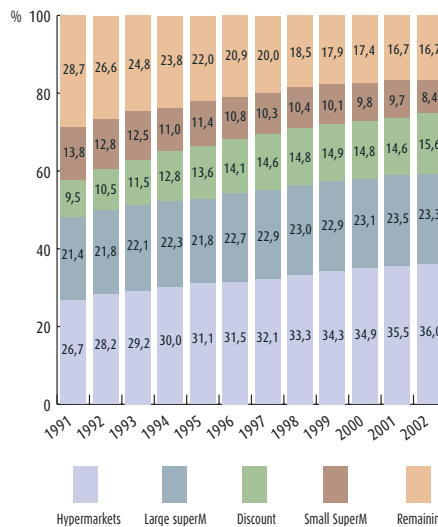


Enrico Colla is Professor of Marketing and international retail at Negocia - a business school of the Paris Chamber of Commerce and also Director at the CERCOM (Research Centre on Commerce & Distribution). He is a member of the « Commission of the Commercial Account of the Nation » and of the French Academy of commercial Sciences. He serves on the editorial committee of two magazines: « Revue Française du Marketing » and « Market Management ».

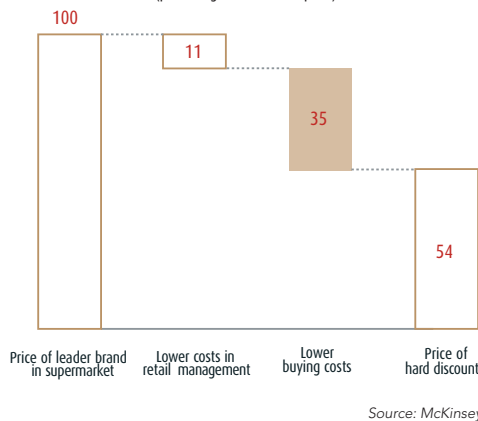
During the workshop Mr Colla gave an overview of the trends in European retail, based on extensive research, as shown in the graphs below. His main indications were that, given the socio-demographic trends in Europe and the evolution in shop formats and retailers' strategies, hard discounters would continue to gain market shares and consumers decision making models would be less knowledge based (attributes) and more affective (emotions).

Given the general socio-demographic trends in Europe (population density, urbanization, frequency of buying; cars & public transports availability; increase in revenues & in inequalities; decrease of food consumption in percentage; ethnical differences; increase in power of seniors and women) Prof. Colla foresees a fragmentation of demand and segmentation of buying behavior, which would mean, at European level: the convergence in some trends, but still with some strong differences. Also the evolution of the market shares of the various retail formats should be pretty homogeneous all over Europe. Finally the segmentation and differentiation between these different formats and assortment will remain strong.

Europe: general trends in format evolution (value)



Hard discount main key success factor : low price (hard discount against supermarket) (percentage in consumer price)



Mr Colla took some time looking at hard discount. As the sector is obviously continuing to gain market shares over "softer" discounters, we looked at what this evolution will mean in terms of strategy. The opening of new stores will be the main driver for most

discounters, whether they are completing the network where they are already present or entering new countries: North of Europe, Australia, Canada... Discounters are in search of new consumers, for example mobile phones, Internet, leisure buyers, all in all wealthier consumers. The offer will tend to increase in terms of food but also non food products: fresh produce, ready meals, healthy eating, pre-packed meat, but also PCs (number 1 in Germany), textiles, etc...

The reactions of hypermarkets and supermarkets to the development of discounters were mixed:

- Defensive diversification into «hard discount» (Coop, Carrefour, ITM)
- New generations of retailer brands (budget products, 1°Prix...)
- Costs reductions in supply chain, with new technologies development (Edi, RFID..)
- New types of partnerships (ECR, CM)
- Segmentation and differentiation of formats

According to Mr Colla hypermarkets may be more successful in competing with category killers in categories where articles are frequently purchased, or when there is high seasonality, where merchandising is not key or brand image is not associated with the retailer's image. The discounters' advantage lies where there is no emotional element in the sale, when articles represent a moderate percentage of the purchase budget, when there is limited need for sales assistance and when there is in fact room for price discounts

Mr Colla's general conclusions were that globalization is more selective but grocery retailing is still increasing in South America, Asia and Russia, while it has lowered its pace of development in Europe. Convergence is strong in European economics and demographics, as well as in retailing structures, but some differences are still at work in buying, consumption habits and store types. Competition is still intense in Europe among the biggest retailers and cost domination strategies are always very aggressive. Finally segmentation and differentiation strategies are more and more important: retail marketing will be a Key Success Factor!

Bartering «Values»

A new Approach for Improving
Supply Chain Operations
Beyond WIN – WIN



by Prof.
Dr. Klaus Spicher

BiTS Business and
Information Technology
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The author is
co-founder of the
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Logistik) and Vice
Chairman of the
Advisory Board of
«buch.de interstores
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One of the main obstacles in the efforts to improve SCM (Supply Chain Management) is that «no manager is paid for sharing profits». Today IT developments play a big role in the improvement of customer services but they do not contribute directly to improve SCM. Only the technological aspect of Logistics and SCM are considered but the “managerial” aspects are forgotten.

There is a new approach, which consists in looking at SCM from a more partnership-oriented point of view, by sharing «Values» instead of profits. This avoids touching at the bottom line and management performance can not be affected. Managers will be allowed to support customers, suppliers and (logistics) service providers (LSP) and of course vice versa by «Bartering Values».

But what is meant by «Values»? The following list provides some categories of «Values» that could be considered:

- Providing / exchanging Know-How / Research Capacities / ...
- Providing / supporting (business) Contacts
- Planning Reliability (e.g. duration of contracts / guaranteed payment cycles / ...
- Time – Slow down Logistics, when speed is not beneficial
- Orders – Timing / Size – Related to production cycles and or Unit Loads
- Sharing operational Capacities
- Co-operation in HR (Human Resources) / fulfilling legal requirements / ...
- ...

In this context, «Values» are the result of abandoning market power and supporting the business processes of SC-Partners. «Values» are created by trustful co-operative behaviour. «Values» are not to be provided for free. The “Price” will be fixed at the end of the bartering process. Successful bartering of «Values» will lead to package deals between all participants. Eventually all SC-Partners should benefit and also contribute in this process.

Bartering «Values» will only make sense between relevant SC-Partners and the process is determined by the «Values» the SC-Partners are able to offer.

Successful bartering of «Values» will lead to package deals between all participants

Each partner identifies and up-tables the «Values» he would like to get and those he is willing to offer a neutral moderator the «SC-Scout’, can guide the SC-Members through the business-jungle towards a

more mutual understanding, partnership and thus improved business processes on a fair bartering basis.

It is accepted that a certain standard of Supply Chain Fitness (SCF) is a necessary condition for selecting bartering partners ie: SC-relevant infrastructure, process and managerial competence.

For more information on the methodology to measure SCF, you can contact (Lo-NET-Co), (Network Logistics & Communication) an institute part of the private BiTS-University in Iserlohn in Germany.

FEFCO Congress in Dublin



This month the industry will meet in Dublin for the FEFCO congress. Do not miss this high level event. See below the final programme

of sessions. The hotel is filling up quickly so please confirm your travel arrangements as soon as possible to secure accommodation.

Registrations can be made online at www.fefco.org/congress

PROGRAMME

Wednesday, 21 June 2006

- 09.00 FEFCO Board Meeting
- 12.30 FEFCO Board Lunch in the Sussex Restaurant
- 12.30 ICCA Board Lunch in the Sussex Restaurant
- 14.00 ICCA Board Meeting
- 14.00 – 17.00 Congress Registration at the Burlington Hotel
- 18.00 – 22.00 Racing & Dinner at Leopardstown Racecourse (departure by coach from the Burlington)

Thursday, 22 June 2006 – Industry Trends

- 08.00 – 08.50 Congress registration continued
- 09.00 **Introduction** by Wim Hoebert – FEFCO Secretary General
- 09.05 **Official opening** by Dr. Dermot Smurfit – FEFCO President
- 09.15 **Ireland: Economy, Environment & Hospitality**, by David Carton, MD International Paper & President of ICPA (Irish Association)
- 09.35 **The Future Structure of the Packaging Supply Chain in Europe**, by Ann Sterling-Roberts – Director, PIRA
- 10.10 **Reducing Damage in the FMCG Supply Chain**, by Greg Wood – Consultancy Manager, PIRA
- 10.45 Coffee Break
- 11:00 to 12:00 **S3 Corrugated Packaging Initiative**
 - **Introduction** by Paul Brown, Vice President of International Paper Europe & Chairman of FEFCO S3 Initiative.
 - **Corrugated comes out on top: an economic comparison with RPCs**, by Angelika Christ, Secretary General of VDW - German Association
 - **A comparative study of the environmental and economic characteristics of corrugated board boxes and reusable plastic crates in the long-distance transport of fruit and vegetables**, by Mercedes Hortal, ITENE, Spain

12:45 **FEFCO, a federation makes it's mark**, Speaker TBA

13:15 Closure Day One

13.15 Lunch in the Sussex restaurant

For panel discussion participants only

14.00 - 15.30 Round table discussion on the theme: **Adding value to the sales proposition and to our business**

18.30 Irish Association (ICPA) Cocktail at the Guinness Storehouse

(departure by coach from the Burlington)

20.00 ICCA Dinner at Dobbins (upon invitation)

Free evening for other participants

Friday, 23 June 2006 – Sustainability in competition

- 09.00 **Introduction** by Wim Hoebert
- 09.05 **Tracking, Tracing, Traceability, Technology**, by Jan-Willem van der Veen - Vice President, SmurfitKappa Group
- 09.40 **European Industrial Policy and its impact on basic manufacturing industries**, by Didier Herbert, Head of Unit - Development of Industrial Policy - DG Enterprise & Industry - European Commission
- 10.15 **FEFCO, a view from the outside**, Speaker TBA
- 10.30 Coffee Break
- 10.45 **What remains legitimate under EU-competition law**, by Hanna Anttilainen, Senior Lawyer, EU/competition - Herbert Smith Brussels
- 11.30 **Co-opetition, the fight for your business in a different perspective**, by Prof. Barry Nalebuff (Yale University)
- 13.00 **Closing address** by Dr. Dermot Smurfit, FEFCO President
Free for lunch & afternoon
- 13.15 FEFCO Communication Committee - Lunch
- 14.00 FEFCO Communication Committee - Meeting
- 19.30 Gala Dinner at O'Reilly Hall – University College Dublin
(departure by coach from the Burlington)

FEFCO Activities

News



FEFCO would like to announce the appointment of its new Vice-President: **John Williams** was born in 1954 and graduated in English and US Literature from King's College, London. John joined SCA

Packaging Ltd in 2000 and held the position of Regional Managing Director, UK & Ireland, until 2005. He is now President of SCA Packaging Europe.

Activity Report

The **S3 Corrugated Packaging Initiative** is launching its logo.



Why S3? Because corrugated makes the most sense. Sense 1: Safe and hygienic, Sense 2: Sustainable and environmental, Sense 3: Supply chain savings.

The **FEFCO Communications Committee** has a new chairman: **Imre Hopka** is Sales Director of Dunapack Ltd. in Hungary, and has been a constant contributor to the Committee. Under his chairmanship the committee will be developing new tools to support the industry in its communication efforts. A deputy chairman was also appointed: Mr Uwe Klein of Smurfit-Kappa, Germany.

A **GMP Auditors training session** took place on 22 February 2006 at the FEFCO offices.

FEFCO and ESBO to strengthen cooperation as FEFCO agrees to represent the industry on a number of selected common issues.

FEFCO visit to VPK. On 8th March the FEFCO staff visited the Dendermonde paper mill and corrugated plant of VPK Packaging and were welcomed by VPK's Managing Director J.P. Macharis, also the President of the Belgian Corrugated Board Association.



The FEFCO Production Committee held their **92nd meeting in Nuremberg** on 29th March and visited the UMG plant in Neustadt, Germany.



SETAC awards

On 7th May, at SETAC Annual Meeting in the Hague, **Wim Hoebert** presented Helias A. Udo de Haes with the "SETAC Europe Award

for Lifetime Achievement in LCA". Mr Udo de Haes inspired the setting up of the European Database for Corrugated Board Life Cycle Studies, and is a leader in the field of LCA.

MEPs lunch

On 10 May 2006, FEFCO organised a lunch-meeting with the Environment Committee of the European Parliament. The meeting was hosted by the Vice-President of the Committee, **Mr. Hans Blokland** (Independence/Democracy Group, Dutch). Aim of the meeting was an exchange of views on the waste issues that are currently on the agenda of the Environment Committee of the European Parliament, notably the Thematic Strategy on the prevention and recycling of waste and the revision of the Waste Framework directive. The meeting was attended by the rapporteurs on the respective dossiers (Blokland and Jackson) and MEP's Brepoels (shadow-rapporteur on the Thematic Strategy) and Murko. FEFCO was represented by a delegation from the Regulatory Affairs Committee.

Alliabox celebrates its 10th Anniversary

On 12th May and by invitation of Miklos Galli, president of Alliabox, Wim Hoebert attended their annual meeting in Barcelona and gave a presentation on the current EU legislation impacting our industry to the group of independent private-owned companies.

New President of OTOR

The board of Otor have nominated Rob **Jan Renders** as their choice of new president. Rob Jan Renders is 52 and has a long experience in the industry. He also recently led an ICCA workgroup on plastics market penetration.

French Students visit SCA Packaging Aylesford

On the 6th of April a group of senior students from the TURGOT Technical Lycée in Roubaix, France and three of their professors, visited SCA Packaging Ltd in Aylesford, Kent. FEFCO wishes to thank Jon Brazier and his team for welcoming these young people to their plant and giving them the grand tour. One of the objectives was to compare production methods, organisation and quality control on either side of the Channel and the students were particularly impressed by the corrugator and the various stages of the conversion process and very interested in the presentations made by the SCA managers.

National Associations Update



Czech Republic

Petra Jarosova, Secretary General of SWL, the Czech Association of Corrugated Board Manufacturers has just had a baby daughter. Natalie was born on 26 April. We take this opportunity to congratulate Petra and to wish her and her family all the best.



Spain

AFCO presents the new UNIPAL corrugated cardboard pallet. During the Madrid ProAccion Conference held at the end of January, the Spanish Association of Corrugated Cardboard Packing and Packaging Manufacturers (AFCO from its initials in Spanish) presented a new pallet made of corrugated cardboard and patented under the UNIPAL trade mark. This



pallet marks a major technological advance and offers the logistics and transport industry countless competitive advantages. UNIPAL is marketed in four different sizes to cover logistic and transport needs. Leopoldo Santorromán of Cartonajes Santorromán presented the advantages of the pallet during the FEFCO Logistics Workshop in Brussels.

www.afco.es

Germany

VDW is proud to present a new DVD created and financed by the German speaking associations: Austria, Germany and Switzerland. The 6min film is entitled 'Corrugated packs everything', and targets a wide audience: it can be shown to customers as well as schools children, politicians, etc...

www.wellpappen-industrie.de

Belgium

FETRA Congress: The Belgian Federation of Paper and Board Converters celebrated its 60th year in existence on Friday 12th May at a great gathering in the Chateau de la Hulpe.

www.fetra.be

Ukraine

The Ukrainian association of corrugated board manufacturers has applied for membership of FEFCO. During their 1st International Corrugated Conference in March, Wim Hoebert promoted the value of a federation for the industry and Kasia Scoggins gave a presentation on the S3 Corrugated Packaging Initiative.

Messe Stuttgart
Key to markets



Packaging Manufacturing Process

Paper | Board | Film | Foil

**Messe Stuttgart
20 to 22 June 2007**



International trade fair forum for packaging manufacturing, packaging printing and design with first-class accompanying programme

www.p-messe.de

Strategic Alliances

FBA Congress

The FBA Annual Meeting was held from April 30 – May 2 at the Four Seasons in Miami, Florida. The meeting hosted speakers who presented topics from strategic implementation to sustainable packaging and brought together members of the corrugated industry for a great networking opportunity. At this recent Annual Meeting in Miami the Fibre Box Association announced Tom Herlihy of Green Bay Packaging as the new FBA Chairman for the 2006-2007 term, as elected at the Board of Directors meeting on April 30, 2006.

The Forest Based Sector and the EU Finnish Presidency

The European Forest Based Sector is organizing a number of events and activities to take place during the EU Finnish presidency (July to December 2006) with the aim to promote the use of renewable natural resources and in particular wood based products. The highlight of the program will be a conference on 28th November 2006 on "European Forest Based Sector Contributing to the Competitiveness and Well-being in Europe" with the presence of Finnish Prime Minister Mr. Vanhanen, and Mr. Verheugen vice-President of the European Commission.

Careers in Corrugated

ICPF - International Corrugated Packaging Foundation have released a «Careers in Corrugated» film. The DVD has been distributed to industry leaders, as well as presented through various medium to students on campus. A «Career Assessment Guide» comes with the DVD.

Calendar of Events

FEFCO events

▶ 29th FEFCO Congress

21-23 June 2006
Dublin, Ireland
www.fefco.org/congress



▶ 14th Technical Seminar

25-27 April 2007
Nice, France
www.fefco.org

Industry Events

▶ Mavex 2006

5-9 June
Basle, Switzerland
www.messebasel.com

▶ Packaging Summit Europe 2006

July 4-5, 2006
Amsterdam, Netherlands
www.pkgeurope.com

www.fefco.org
on average 12000 visits
every month, and over
20000 pages viewed

▶ ProPak China 2006

11-13 July
Shanghai, China
www.allworldexhibitions.com

▶ Innovationparc Packaging 2006

24-27 September
Düsseldorf, Germany
www.messe-duesseldorf.de

▶ Pack USA

October 4 - 7, 2006
McCormick Place
Chicago, Ill., United States
www.gonpta.com

▶ SIAL Salon International de l'Alimentation

22-26 October 2006
Paris Nord Villepinte Exhibition Center
www.sial.fr



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