

# FEFCO **connect**



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



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**ROBERTO VILLAQUIRAN**  
FEFCO President

I am very honoured to accept the responsibility of becoming President of FEFCO for the next two year term, not an easy task bearing in mind the great improvements made under the leadership of Dermot Smurfit and Bob McLellan in recent years.

Both have taken the Federation and our industry forward and have set the bar and the standards quite high, following are some of the recent achievements:

- Today we have a financially solid and well operating FEFCO.
- The Market & Environment Committee (M&E), after some hesitant early days is now working effectively and is efficiently spreading its three core messages thanks to the launch of the "Corrugated of Course" industry platform.
- On the legislation side, by way of regular dialogue with European institutions and the supply chain, FEFCO is making a valuable contribution to changes in the perception of corrugated packaging, and to making its image a more positive one;
- FEFCO has been very active recently in monitoring and in finding solutions that ensure the safety of our raw material and products, in cooperation with the paper value chain.

It is true that our work is facilitated by the unique properties and positioning of Paper Based Packaging, its intrinsic qualities:

- Its recyclability
- Its sustainability
- Its renewability
- Its printability

These benefits also enable our customers to deliver and market their products in the most effective and efficient manner. We must never forget we provide full packaging solutions and that there is no shame in expecting an adequate financial return.

It is our duty to continue to build on our strengths, on our key messages and on our key deliverables. Working together in a united manner in areas of common interest is what is going to underpin both our Industry and the future of individual companies.

I need the help and support of FEFCO members, to achieve this. I am convinced that with your input, we can continue to build a stronger FEFCO, a united FEFCO that serves the interest of our industry, communities and organisations.

I look forward to working with each and every one of you and thank you once again for your confidence.



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



FEFCO Summit unveiled how to put magic inside corrugated boxes!



**Over 300 leaders and opinion formers from 33 countries attended FEFCO two-day Summit held on 18 – 20 April 2012 in Vienna, Austria. All the major European countries were well represented and participants also travelled from overseas including participants from Argentina, Brazil, Canada, China, Russian Federation, Thailand and the USA.**

The Summit's programme included eminent academics and professionals. Under the umbrella theme "Open the Magic Box", FEFCO members listened and reacted to a wide range of concrete business issues, such as customers and end-users' expectations, legislation impacting our industry, key economic and financial trends in Europe and the latest packaging developments in China. Moreover, FEFCO is very grateful that high profile industry leaders could attend the Summit and share their thoughts, Michael Cronin, Chairman of the Market & Environment Committee, Roberto Villaquiran, incoming FEFCO President and Peter Oswald CEO of Mondi.

Here is a brief overview of the conference.



*Summit participants had the opportunity to meet each other at the welcome cocktail in the Marriot Hotel Atrium. A good chance to enjoy a drink and meet colleagues and friends old and new! This welcome reception was sponsored by Hamburger Containerboard.*

## First conference day



To the surprise of the delegates the event really opened with some magic moments, the first on stage was a magician who lightened up

the atmosphere with some of his tricks.

The delegates seemed to have enjoyed this unexpected surprise, especially when a nice lady came out of a corrugated box and sang! The music and the atmosphere worked their magic on the audience!

### Welcome

Alexander Enzenberg, Chairman of FEFCO Communications Committee started the first day with some glorious facts about Austria and then briefly described the characteristics of the Austrian economy and the corrugated market. It is a small and open market with a very high export rate and high productivity. The corrugated sales in Million of m2 increased by +367 % since 1967 and now represent 902 million m2 and 432,340 tons. Exports account for more than 42 % of the sales.



Alexander Enzenberg

### Raw Material Availability

Marco Mensink, Deputy Director General of CEPI brilliantly explained the current situation and gave some insights into the trends and long term policy that will impact our sector. The European paper based packaging recycling



Marco Mensink

rate is high, 78 %, the long term world paper and paper board demand is rising especially in Asia. In a context where Europe needs to make the transition to a post-petroleum economy; industries using secondary raw materials face important challenges, the industry will have to remain active and alert regarding its raw materials situation.

Marco Mensink described the actions taken by CEPI and how CEPI is actively fighting against the threats that could hinder the Recycled Paper availability. He also listed some of the policies the paper industry could propose to optimise the recycling chains, secure access to raw materials and better contribute to a Resource Efficient Europe.

### Panel Discussion – Market & Environment Committee session

The objective of the panel was to inform attendees about the work of the Market and Environment Committee in developing our industry's campaign "Corrugated of Course", and to encourage members to add their support. This was underlined by the panel's central theme - Working Together.

The panel discussed how the campaign targets two key groups, EU politicians in Brussels and supply chain players including producers, manufacturers and retailers at European level.

Attendees were informed about the campaign identity and the fact that a variety of communication activities, including launch of the Corrugated of Course website, has already taken place.



Roberto Villaquiran, FEFCO President, Michael Cronin, Chairman Market and Environment Committee, Ben Blydenstein, Marketing & Environment Director.

Also discussed were the campaign's three key messages. They are the renewability of our raw materials, the economic benefits that corrugated packaging brings to our customers and to society in general, and the fact that corrugated packaging protects more resources that it uses.

One key tactic of the campaign is to participate in events aimed at our target audiences, by taking part in exhibitions, presenting at conferences and through sponsorship. The events enable us to listen to the opinions and views of our target audiences on the issues and opportunities for corrugated packaging. Attendees commented about the fact that the key target audiences seem to be engaging with the campaign, as is evident through the video clips shown during the presentation.

Other feedback received was that at some stage in the future the campaign could start to target NGOs. Also more innovation should be showcased by the campaign.

The overall theme was understood and there was a strong consensus that members will support the campaign by aligning with the three messages, by providing positive stories and by linking their own websites with Corrugated of Course. ([www.corrugated-ofcourse.eu](http://www.corrugated-ofcourse.eu))

## Afternoon activities



*REWE impressive high-rack warehouse*

We would like to thank Alfred Bartosch of Forum Wellpappe Austria for organising these afternoon visits that were highly appreciated by the participants. Members were taken to three sites to see for themselves the significant role that corrugated material plays at the logistics centre for Austrian Post, the warehouse for LGV, a leading Austrian vegetable packer, and at REWE, a major European retailer.

During these visits, participants saw at first hand the benefits and solutions that

corrugated packaging provides in real life conditions.

During the visit to the Central Parcel Logistic Centre of the Austrian Post, participants were able to see the incoming parcels, the sorting, the post processing, the allocation to post offices/distribution centres, and finally the dispatching by trucks. Delegates left with a good understanding of what can be done to improve the performance of corrugated packaging. Having seen the rough handling mail order parcels receive, and considering that e-commerce is a growing share of our business, we definitely have to make sure packaging is fit for purpose!

At the LGV site, the owners welcomed some 66 FEFCO summit visitors and started the visit by giving a presentation of their company. LGV functions as a farm cooperative, bringing together 250 farmers who between them supply 60% of the vegetables consumed in Austria. A large variety of vegetables is packed at the LGV warehouse ranging from tomatoes, cucumbers, paprikas to radishes and salads. Visitors were able to view the vegetable sorting and packing areas of the warehouse, where vegetables are packed in corrugated cases or RPC's before being placed on pallets and distributed via lorries.

They were able to discuss the comparative

benefits of corrugated vs. RPC's, but understood that this choice very much depends on the customers and the distances involved, with RPC's being mainly advantageous for local distribution.

Finally, about 30 delegates were given the chance to see the central warehouse facility of REWE in Wiener Neudorf, one of the biggest in Austria (32 000 m<sup>2</sup> and storage space for 32 000 pallets). During the visit, the participants discovered the complexity of REWE logistics. Among other things, visitors saw the fully automatic high-rack warehouse, some sections of the order-picking area, the sorting of products for stores, the preparation of roll-cages and the waste management process.



*Great stackability with corrugated trays at LGV*



*Debriefing after the visit at the Austrian Post - Central Parcel Logistic Centre*



*Sorting at REWE central warehouse*



Peter Oswald

### Keynote session

One of the highlights of the first day was the keynote session during which the participants heard thoughts from **Peter Oswald, Chief Executive Officer of Mondi's** Europe & International Division and Farquhar Ogilvie, Associate Director of consumer product giant Procter & Gamble.

In his presentation, describing how he sees the Corrugated Industry in 2030, Peter Oswald answered the following three questions:

- Will there be growth?
- Will the industry generate satisfactory returns?
- How will each of our businesses achieve satisfactory returns?

.....  
**“Excellent social programme. Good presentations as expected”**

*Antal Braunecker – Hamburger Hungaria*  
 .....

In his view the growth prospects are not very encouraging because of the European situation in general, but also because of the existence of competing materials – especially shrink film. In addition, the industry also has to deal with raw material price instability and more complex demands from customers (more print, special designs, short runs, and innovative products). According to Peter Oswald the development of existing businesses with new machinery create overcapacity which may unbalance the industry. He made it clear that consolidation was not the answer; it may work in other industries having high R&D and marketing cost, with strong economies of scale and in a global market, but not in the corrugated industry.

One of the answers is innovation, but only if it can be turned into profit. He believes that a pure commodity approach is not sustainable and considers that only the companies able to offer a real competitive advantage, those that are a “unique solution provider” will remain profitable, using the advantages of their geographical situation, lean structure and highly innovative capabilities.

### Farquhar Ogilvie - Procter & Gamble

Farquhar Ogilvie is responsible for P&G's global corrugated sourcing, he attended this FEFCO Summit to share with the audience his thoughts and expectations concerning corrugated. As mentioned in his title “The Future We Would Like to Create Together” he believes that working together is a necessity, and his speech echoed the message from the panel discussion. In general he thinks that the European industry is achieving pretty good results in responding to P & G expectations, be it in terms of value or in terms of supply. He explained to the audience that multinational companies like Procter & Gamble want more from corrugated packaging, such as value for money, guaranteed supply (he expects a solution to paper price volatility) and innovation. He thinks that, while the industry's record on innovation was fine, it can still be improved; European companies must not be complacent if they are to compete effectively in the global market.



Farquhar Ogilvie

### FEFCO Management Report

To conclude this first morning, Angelika Christ, FEFCO Secretary General, teased the audience with her speech “everything you ever wanted to know about FEFCO without daring to ask”. She underlined the importance of the staff and explained that relations with members and

sister organisations were vitally important for FEFCO. Angelika gave good examples of useful corrugated industry achievements which would not have been possible without a coordinated action at the highest level.



Roberto Villaquiran & Bob McLellan

### Dinner at Palais Ferstel

On the evening of Thursday 19th April, Roberto Villaquiran, CEO European Packaging Division at Smurfit Kappa Group, took over the leadership of FEFCO from his predecessor Bob McLellan. Roberto declared “I am impatient to continue the work and to further build on the key messages which are the recyclability, sustainability, renewability and the many other benefits of corrugated packaging. FEFCO will continue to deliver its messages to customers, end users and the European Institutions”.



## Second day

### Economic and Financial Crisis : Insights & Perspectives



*Dr. Stephan Schulmeister*

The presentation made by Dr. Stephan Schulmeister from the Austrian Institute of Economic Research generated a lot of attention and seemed to have been very well received. Delegates listened attentively to what Professor Schulmeister considered are the causes of the systemic crisis and to the solutions he proposed to get out of the crisis. Moreover, he provided some insights into his "New Deal for Europe". A whole day would have been necessary to look into all the components of this new deal and how to finance it!



*Victor D. Suárez*

### Sustainability Strategy in Retailing

Victor D. Suárez, founder of Neo-no-how.com and former director at Wal-Mart, presented the sustainability policy of Wal-Mart, a world leader in this field.

He provided insights into the Sustainable Packaging Scorecard and illustrated how the retailers will implement it. He also explained

how corrugated cardboard packaging can use its strengths in the fight against plastic crates and cited the good work that has already been done in Spain.

### FEFCO in the EU Labyrinth

Maria Casado, FEFCO Legal Advisor, explained in simple terms how to navigate a way through the complex labyrinth of European decision making processes, and illustrated the effects of EU legislation on the corrugated market. Maria described the role of FEFCO and presented the 3 ways in which FEFCO can cooperate with the EU institutions, and in which circumstances they can apply: we can choose between being Active or Cooperative or we can act Defensively by protecting our common interests with a single voice.



*Maria Casado*

Her presentation was full of practical examples and contained MEPs video interviews, featuring Mr. Gerbrandy (Rapporteur on Resource Efficiency Europe), Mr. Fjellner (MEP – EPP Group) and some other key players within the European paper & Board association world.

.....  
"Really interesting to have a real complete overview about the magic corrugated world"

*Ferullo Alessandro, Smurfit Kappa Italy*  
.....

### Paper Packaging in China

FEFCO was extremely pleased that a leading representative in the Chinese industry, Mr. Zhang Yaoquan - Vice Chairman, China Packaging Federation and President of the Corrugated Division had accepted an invitation to give a speech at the Summit.

His presentation gave a detailed overview of the packaging market in China, describing the various segments, the main paper & board packaging production sites, including some key market data.

For example, did you know that paper-based packaging makes up 36% of the huge Chinese market ahead of Plastic which accounts for 32.7 %? Mr. Zhang Yaoquan explained that the industry was not as consolidated as it is in Europe (more than 4000 corrugator lines).



*Mr. Zhang Yaoquan*

Talking about box-making machinery, Mr. Zhang Yaoquan admitted that China was still years behind Europe and this is why China will certainly continue to import much of its sophisticated machinery".

He also sees the opportunities for new technology and innovation and expects a fruitful collaboration in the future "China needs the world, the world also needs China."

### Packaging Future Trends

In his refreshing and lively presentation, Martijn Arts (Total Active Media) gave some examples of the many innovations, possibilities and trends that the future will bring and that the industry could explore. Some were very futuristic and might not be produced but others might become the standard one day. What counts is the innovative state of mind and judging by some of the examples given by Martijn Arts the industry could have many surprises along the way.

The conference ended on a positive note, highlighting one of the keys to our future, namely the need for "innovation".

Responding to one of the many questions on this subject, Roberto Villaquiran made it clear



*Martijn Arts*

that the industry is very active in the innovation field, but he admitted that it should be more pro-active in informing its customers and the supply chain about its latest developments. He added that FEFCO and its Corrugated-of-Course Platform continue to spread positive messages on the benefits of corrugated packaging and

“It was a very successful conference in Vienna. It is clear that packaging solutions for the supply chain, such as retail ready packaging, quality printing and space efficiency in trucks, are becoming much more vital rather than just turning out standard boxes. There are very good examples of innovation within the industry, but there is lots more to do.”

*Andrew Barnetson – CPI – UK*

“Innovation” is a part of those messages. We have a great capacity to innovate, in the field of sustainability, light-weighting, recyclability, new designs, and also because we are investing heavily in new equipment.

**Closing remarks**

In his closing remarks Bob McLellan, outgoing FEFCO President was confident that after these inspired presentations, corrugated delegates will find out how to put the magic into their box! He advised the members not to let negative people or thoughts depress or discourage them! The crisis can also be an opportunity, we have a great product and a great story to tell, so let us action the strategy that makes us win! The new president Roberto Vilaquiran will guide us!



*Bob McLellan*

“Good attendance, good Speeches and presentations, good location in Vienna”

*Lars Engel - BHS*

**FEFCO wishes to thank its Members for their kind sponsorship of this FEFCO Summit in Vienna**



for the welcome cocktail at the Marriott Hotel  
[www.hamburger-containerboard.com](http://www.hamburger-containerboard.com)



for the cocktail at Palais Ferstel  
[www.wellpappe.at/en/](http://www.wellpappe.at/en/)



for all the coffee breaks  
[www.tereos-syral.com](http://www.tereos-syral.com)

# Evaluation of the Comparative Economic and Environmental Advantages of Reusable Plastic Crates and Recyclable Corrugated Trays



## Methodology

The study was conducted in accordance with the recommendations of life cycle assessment standards ISO 14040: 2006 and ISO 14044: 2006.

Ademe was not a member of the critical review committee but did take part in the process.

## French Corrugated Industry

Carton Ondulé de France membership is composed of 12 national and multinational companies : Allard Emballages, DS SMITH Packaging, Emin Leydier Emballages, Europac, Gondardennes, International Paper, Lacaux Frères, Saica Pack, SCA Packaging, Seyfert Packaging, Sical, Smurfit Kappa France.

The total 2010 market :

- 18 groups - 63 plants - 11 000 employees
- Sales: €2.6 billion, up 6.8% from 2009
- 2.8 million tons, up 4.1% from 2009
- 5.4 billion m<sup>2</sup>, up 4.3 % from 2009



Widespread use of RPC's for produce

In January 2012, Carton Ondulé de France commissioned a study evaluating the comparative economic and environmental advantages of reusable plastic crates and recyclable corrugated cardboard trays.

The objective was to evaluate and to analyse the economic costs of these two packaging solutions for the supply chain actors.

The study focused on the analysis of three sectors of the market in particular, namely endives, melons, and mushrooms, and evaluated real distribution networks in France. The complete life cycle of each type of packaging was taken into consideration.

## Results : Economical Study

The costs included in the economic evaluation only cover the stages in which data may be different for corrugated cardboard trays and plastic crates.

On the economic evaluation side it showed us that using plastic crates lowers costs for retailers compared to using corrugated cardboard trays, and that it raises costs for growers.

This added cost must be recognised in today's difficult economic climate, especially by the 70,000 or so French fruit and vegetable growers.

For example, if the French endive industry (200,000 tons per year) used only plastic crates, this would cost France's one thousand endive growers a little over 8.5 million Euros in additional costs.



Market segments	Endives	Mushrooms	Melons
For the vegetable grower	+ 43 cents	+ 35 cents	+ 18 cents
For the retailer	- 13 cents	- 12 cents	- 9 cents

Cost of plastic crate – cost of corrugated cardboard tray in euro per tray/crate

## Assumptions

The following assumptions were made in the Economical Study:

### Plastic crates

- The suppliers ask for a deposit from the producer.
- The rate of crate loss was less than 1 % per rotation. On the basis of the average rebilling cost given by the suppliers, the cost was fixed at 3 Euros per crate;
- Not using said crates for a 2-week period did not incur any costs in this analysis. A longer time period does, however, incur a cost of 5 cents per crate per day.
- Corrugated cardboard trays
  - The cost of reusing corrugated cardboard was fixed at 60 Euros per ton (pessimistic assumption).
- Corrugated packaging bought by growers is standard, without any added-value markings.





## Results : Environmental Impact

### Preliminary remarks

A supply chain involving reusable crates has greater road transport requirements than a chain involving single-use recyclable crates.

This is due to:

- Reusable plastic crates being larger in weight and volume;
  - Their requiring additional stages of transport, namely to and from the wash centres.
- The amount of road transport required by plastic crates is two to three times greater than that required by corrugated cardboard trays, where transport is measured in distance travelled (t.km).

The environmental impact of a plastic crate is closely linked to the number of times it is used throughout its life cycle.

There is no reliable data on the number of times a plastic crate is actually used. The figures declared by those who hire out the plastic crates cannot be confirmed by an independent third party.

It was concluded that corrugated cardboard trays are better than or equivalent to reusable plastic crates for three out of four types of environmental impacts, namely:

- Contribution to global warming,
- Non-renewable energy use,
- Atmospheric acidification.

Furthermore, the study showed that for each of the three fruits and vegetables investigated, **the two types of packaging offer a fairly similar solution overall.**

One of the findings was that the greater the distance travelled in the supply chain (as for melon transport, for example), the worse the environmental impact caused by reusable plastic crates with regard to global warming and non-renewable energy use.

It was concluded that the environmental impact of a plastic crate is determined to a large extent by the number of times it is used and by the efficiency of the supply chain which it serves.

- Corrugated trays are often the better solution if plastic crates are used fewer than 15 times over the course of their life.

There are similarities in the environmental impact of the two types of packaging, in particular when the number of rotations is between 15 and 35, or even up to and beyond 50 in the case of global warming and acidification.

## General Conclusion

### The environmental evaluation shows that:

The environmental impact should not be a decisive reason to choose reusable plastic crates over recyclable corrugated cardboard trays. This is because the environmental impact is limited, regardless of packaging type.

### The economic evaluation shows that using plastic crates:

- Lowers costs for retailers compared to using corrugated cardboard trays,
- Raises costs for growers. This added cost must be taken into account in today's difficult economic climate, especially by the 70,000 or so French fruit and vegetable growers.

## Regulatory Framework

*European Directive 2008/98/CE on waste, establishes a hierarchy of waste policies namely:*

- prevention;*
- preparing for re-use ;*
- recycling*
- recovery*
- disposal*

*This hierarchy may however be interpreted with a flexible approach.*



*Thanks to its CF standard corrugated can compete!*

For additional information on this survey please contact:  
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 Download the English summary at :  
<http://en.cartononduledefrance.org/studies-and-publications/>

# NADs Activities

## Netherlands & Belgium

### Corrugated as an experience at Dutch Floriade

#### History

Floriade is a World Horticultural Exposition. World expositions are major international exhibitions that have been taking place across the world since 1851. They offer countries the opportunity to showcase their economic, social, cultural and technical developments. An expo often leaves behind it a legacy building, like the Eiffel Tower in Paris and the Atomium in Brussels. The Floriade World Horticultural Exposition has been held in the Netherlands roughly every 10 years since 1960. The 2012 Expo is situated near the city of Venlo in the southern part of the Netherlands ([www.floriade.nl](http://www.floriade.nl)). It covers an area of 66 hectares. Corrugated packaging is part of the propagated cradle to cradle principles. Two and an half million visitors are expected.

#### Experience

Visitors are invited to experience the Floriade as follows: "Be a part of the theatre of nature! A theatre you'll experience with all your senses, because you'll be playing the leading role alongside nature. Where you'll learn about nature and find out just how important flowers, plants, trees, vegetables and fruit are in our daily lives. Where you can listen to beautiful music. And enjoy a relaxing moment or to dangling your feet in the water. Everywhere you go there is something new and surprising to discover. Together we will make Floriade 2012 a world of fascination. Spectacular and relaxing. Educational and fun. Active and contemplative".

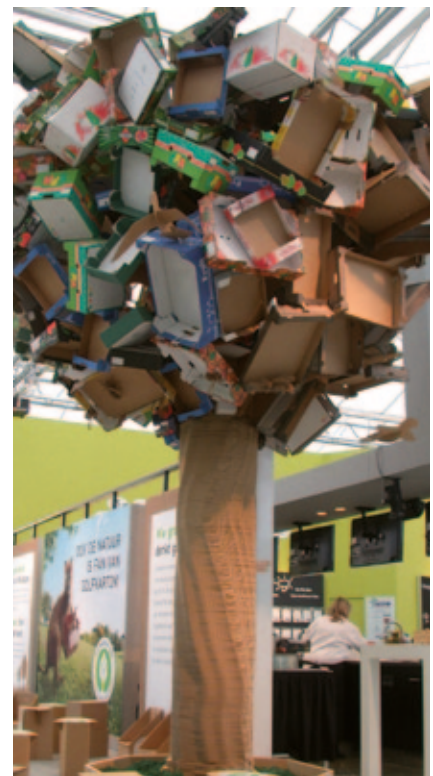


Is there anything that cannot be made from corrugated?

#### Corrugated packaging

In one of the pavilions (a real greenhouse) called the "House of the Taste", the joint Belgian and Dutch corrugated associations are participating as a partner of producers and traders of fresh food and vegetables, underlining that sustainably produced food deserves a sustainable packaging. The eye-catcher is an enormous tree completely built of both, heavy duty corrugated (stem) and corrugated fruit trays (branches) symbolizing renewability, recyclability, colourfulness and strength of the packaging. During the Floriade period (April-Oktober), about one million visitors will walk along the tree and read the informative messages on a panel. A kangaroo illustrates the payoff: "also nature is fan of corrugated". Special intention is that, in cooperation with growers' associations, retailers will be invited in order to spread to them our well known messages in this extraordinary atmosphere.

For further information please contact:  
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[lieve.vanlierde@fetra.be](mailto:lieve.vanlierde@fetra.be)





POS versatility

## UK – CPI

### Customer Opinion Survey

Confederation of Paper Industries (CPI) has commissioned a programme of customer research, to identify opinions and perceptions on corrugated as a packaging material and of the industry as a whole. An independent agency was employed to interview the direct customers of the industry, with a broad spread of small and large FMCG companies. Different professional roles were also targeted, including buyer, packaging technologist, environmental director etc.

The key objective was to obtain information on the buying process, to build a clear picture of customer perceptions of corrugated packaging and its role in the packaging mix, and to develop ideas on how best to promote the wider adoption of corrugated as a core packaging material of the future. The insight into customer opinion – based on 100 telephone interviews – has proved valuable, headline findings include:

- 94% of respondents consider general packaging to be very important / critical when developing new products
- 84% of respondents believe the sustainability of corrugated RRP (Retail Ready packaging) is better than plastic packaging
- 84% of respondents consider corrugated transit packaging to be more versatile than returnable plastic crates
- 92% of respondents said the corrugated packaging industry is very important or critical to the future of their business



The conclusions showed that the corrugated packaging industry has established itself as the optimum material for both transit packaging and retail ready packaging, and for many customers provides the only viable solutions for transit and retail ready packaging applications. Customers agreed that corrugated has established strong credentials as a sustainable, recyclable material and the industry is highly thought of for having achieved very high recycling rates.

Furthermore, the corrugated industry is perceived as having significantly improved in recent years, partly through consolidation, and is now seen as being more sensitive to customer's needs, more forward looking, well invested and more innovative than in the past.

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

## Chairs made from corrugated board – the trademark of the Euro 2012



Movable chairs made from corrugated board will be placed in the football fan zone at the Freedom Square in Poznań, during the football matches EURO 2012. The corrugated board chairs are to be the trademark of the fan zone. *We would like to prepare thousands of them. At the entrance to the area every football fan will get such chair, and then (after the match) take it as a keepsake or give it back to reuse it by another fan* – says Lechosław Olszewski from the Innovations Media company, the operator of the fan zone.

The football fan zone in Poznań refers to the events, which took place or are taking place in Poznań – The International Climate Conference (Poznań as the ecological centre – a leaf), as well as Biennial of the Modern Art (art/design – a chair).

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

## France

Karen Desbouis has been nominated coordinator of Carton Ondulé de France following the departure of the Secretary General, Isaure d'Archimbaud.

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 + 33 01 45 63 16 39

## Germany

The VDW General Assembly elected Dr. Jan Klingele (Klingele Papierwerke) again as President of the German Corrugated Board Association. The other VDW-Board members are: Axel Hilmer (Panther Packaging GmbH & Co. KG), Axel Muhl (Wellpappenfabrik GmbH) und Dr. Steffen P. Würth (Straub-Verpackungen GmbH). Boris Maschmann (Smurfit Kappa GmbH) has been elected as a new member. Richard Oegl (SCA Packaging Deutschland) has left the board.

The former VDW-President Norbert Julius (Smurfit Kappa GmbH) was appointed as honorary chairman of the VDW-Board.

# FEFCO Activities

## New FEFCO President



Roberto Villaquiran (CEO European Packaging Division at Smurfit Kappa Group) was appointed new President at the Summit in Vienna.

He took over the leadership of FEFCO from his predecessor Bob McLellan. Roberto had been unanimously elected by the FEFCO members in March.

## New Vice Presidents



Jan Klingele (Klingele Papierwerke in Germany) is the New Vice President, succeeding Roberto Villaquiran in this role. Bob McLellan

will serve another two year term as a second Vice-President for FEFCO.

## New FEFCO members

We are glad to welcome the following members who recently joined FEFCO.

### Corresponding members

SFT Group, Russian Federation

### Sympathiser Members

- DuPont de Nemours, Germany
- Lubrizol Advanced Materials, Belgium

### CITPA

Bob McLellan has become a Board Member of CITPA and was elected President designate with effect from July 2012 for a period of two years. Bob McLellan succeeds Bengt Nordin. CITPA is the International Confederation of paper Converters in Europe, representing some 60 billion euros of production value of paper related converters, with membership covering corrugated and packaging, beverage cartons, folding cartons, self-adhesive labels and related products as well as paper sacks and paper bags, cores, tubes, kraft and speciality papers.



Spreading the word at ECR

## Corrugated of Course Stand at ECR Conference in Brussels

On the 9<sup>th</sup> and 10<sup>th</sup> of May the ECR Europe Conference and Marketplace took place in Brussels. Around 600 retailers and producers participated in a forum of plenaries, breakouts and networking. The conference theme was 'The Next Generation' examining how the grocery distribution chain should evolve in years to come. 'Corrugated of Course' co-sponsored the event presenting a strong image with an exhibition stand in the networking area and advertising in the event catalogue. We also recorded video interviews with key stakeholders Xavier Hua MD of the ECR Europe, James Tupper, ECR Learning & Change Manager at IGD, and Gavin Chappell Supply Chain Director Asda, and Co-Chair of the ECR UK Product and Packaging Waste Working Group.

A common feedback during the interviews was that our industry's continued collaboration with supply chain players will help drive a better understanding of the needs of shoppers, retailers and producers. This in turn will drive the next generation of packaging innovation. Exerpts of these interviews will be featured in forthcoming blog posts on [www.corrugated-ofcourse.eu](http://www.corrugated-ofcourse.eu).

# Events

## Announcement next FEFCO Technical Seminar 2013

22-24 October 2013  
Bella center - Copenhagen, Denmark

## Industry Events

### ICCA Congress

20-24 October 2012  
San Juan, Puerto Rico  
[www.iccaworld.com](http://www.iccaworld.com)

### European Paper Week

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

## Other Events

### Verpackung Austria

13-14 June 2012  
Messe Wien, Halle D, Wien  
[www.easyfairs.com](http://www.easyfairs.com)

### Rosupak

18-22 June 2012  
All-Russian Exhibition Centre (VVC)  
Moscow, Russia  
[www.rosupak.com/](http://www.rosupak.com/)

### Pharmaceutical Packaging and Labelling Summit 2012

26-27 June 2012  
Grand Hotel Les Trois Rois  
Basel, Switzerland  
[www.pharmapackaginglabelling.com](http://www.pharmapackaginglabelling.com)

### Eurasia Packaging Istanbul

20-23 September 2012  
Tüyap Fair Convention & Congress Center  
Istanbul, Turkey  
[www.packagingfair.com](http://www.packagingfair.com)

### PPMA Show

25-27 September 2012  
NEC, Birmingham, UK  
<http://www.ppmashow.co.uk>

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