

Produced by the European Federation of Corrugated Board Manufacturers

# FEFCO communication campaign: connecting with the retailers



**PRAGUE**  
FEFCO Congress  
Last chance to register!

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## Contents

### Editorial

FEFCO President bids us  
«Au revoir» **p2-3**



FEFCO Communication  
Campaign **p4-5**



National Associations  
Updates **p6**

FEFCO Congress Prague  
Programme **p7**



FEFCO Activities and  
Calendar of Events **p8**



ANGELIKA CHRIST  
SECRETARY GENERAL, FEFCO  
angelika.christ@fefco.org

## Editorial

Dear Readers,

Four years ago, Dermot Smurfit took over the challenge of becoming the president of FEFCO. What a change! What a difference!

Not only was he a strong chairman, who constantly encouraged people to be forthright, but he was also the first president in the history of FEFCO to visit the National Associations. His discussions with the Associations were full of the energy needed to improve the work of our Federation. The big goal: Best practice. His theory: Members do a superb job, but practices may vary. The result: The FEFCO Charter was agreed upon.

Dermot was convinced that the idea of best practice could be thoroughly exploited to the benefit of our industry and that actions could be implemented by the most experienced associations in each particular field i.e.: statistics, PR, learning programme etc... In this way, the industry would allocate the resources more efficiently. As a result, directors of the national associations have established a better way of working together.

Despite the considerable improvements that were made throughout Dermot's presidency, the industry was troubled by a number of challenges - how does our industry compete with alternative packaging materials, and how can we find a joint approach to regain market share? Already, our recently established marketing campaign is having some success - that project will leave a footprint long after the end of Dermot's term as President.

We are all grateful for his progressive view of our industry and the vision he has encouraged within the framework of FEFCO. He has set a high standard for his successor to live up to!

On behalf of the staff: Thank you, Dermot, for your guidance and input, which was always accompanied by optimism and with encouragement for our work.

We wish you continued success with all of your future projects, and long may you continue to demonstrate the vision that has been so beneficial for FEFCO!

# President bids us « Au revoir »

Dear Members,

Before I hand the torch over to an experienced and enthusiastic successor, I would like to take this opportunity of expressing my thanks in that it has been a real honour for me to serve as President of this longstanding organisation during these past 4 years.

I would like you to know how much I've enjoyed the interaction and support of the members and also in being able to meet those of you during significant times spent on such occasions as congresses, seminars and various FEFCO meetings.

## Our industry has a great story to tell

I've done my best to support the evolution of FEFCO towards better efficiency, more transparency and to put the organisation on the right tracks for the future and I feel confident that I leave the organisation in better shape than when I joined.

I sincerely wish that "the best practice" initiative I've started will continue, as I think this is really something valuable for FEFCO. Many good projects have been developed all over Europe and each country should be able to benefit from these without reinventing the wheel.

One of my key objectives was also "to put our industry on the map" with the legislators and with corrugated end-users, to show how environmentally friendly our product is and to show those how beneficial corrugated can be.

I am truly convinced of the fact that our industry has a great story to tell and I am glad that today we've reached an agreement on a Communication campaign that I'm sure you will all benefit from. I am confident that members are getting topmost value for their money at FEFCO.



I hope you will be fully supportive of FEFCO in the coming years as the organisation continues to improve in its service delivery to its members, and be aware - I will be keeping an eye on it!

The next FEFCO Congress in Prague will mark the end of my Presidency and I am certain that by bringing our efforts together and by communicating persuasively all the benefits of corrugated, we are building a stronger federation and a brighter future.

I do hope I will get the chance to meet you in Prague at the next FEFCO Congress. I know that the FEFCO team is putting a great deal of effort into its preparation. Let me remind you that in addition to a great programme, the social activities will give you many opportunities of meeting your colleagues and also in getting to know the beautiful city of Prague. I look forward to welcoming you there.

Finally, I would like to wish all of you the very best for the future.

Dermot Smurfit  
President

# Industry leaders



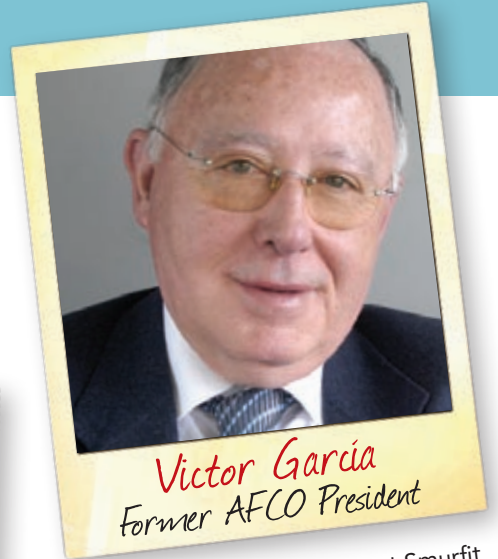
*Magnus Hall*  
CEPI President

I know that Mr Smurfit believes that it is an advantage for FEFCO to cooperate with the whole paper chain and I can see that the relationship between our two organisations has greatly improved under his presidency.



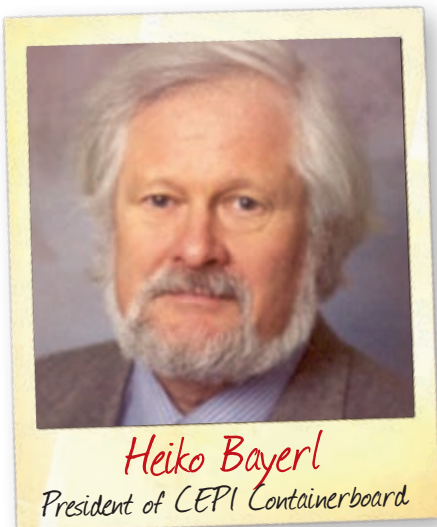
*Miklós Galli*  
Chairman of Dunapack Ltd.

I believe that Dermot brought a wealth of professionalism and purpose to the management of FEFCO. He was instrumental in improving cooperation between national associations, and he promoted the exchange of good practice, which has improved markedly the coordination within the containerboard industry.



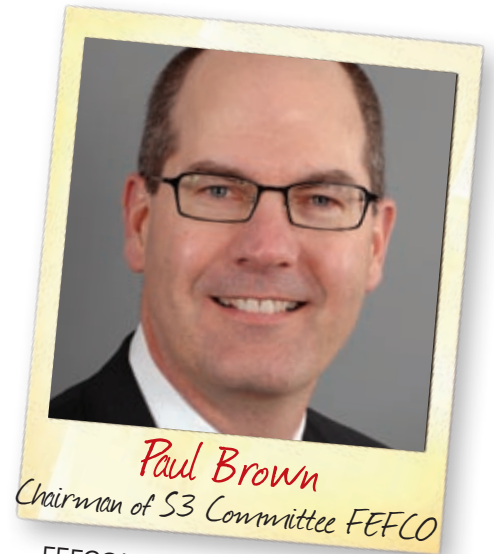
*Victor Garcia*  
Former AFCO President

Just after his election Dermot Smurfit visited AFCO, and he was the first FEFCO-President ever to visit the national associations. We have greatly appreciated this initiative and the ideas he brought into FEFCO.



*Heiko Bayerl*  
President of CEPI Containerboard

Dermot is a good friend of mine and this has been of great assistance in coordinating the efforts of the containerboard industry and the corrugated manufacturers.



*Paul Brown*  
Chairman of S3 Committee FEFCO

FEFCO's promotional campaign is now on the right track and the credit goes to Dermot who has really shown the determination and conviction necessary to make it happen!

# There's no need for us to invent the ideal product – we already have one that meets every challenge!



**Gudrun Klopfer**  
FEFCO's Retail  
Packaging Director

FEFCO's recently appointed Retail Packaging Director, Mrs Gudrun Klopfer has wasted no time since joining the team in October 2007. Gudrun's busy schedule for the next few months is an important component of FEFCO's current promotional campaign,

as she explains, 'We live in a world where the retail sector is increasingly dominated by some exceptionally large global players, and my job is to make direct contact with the key people at the heart of these organisations, in order to ensure that they are fed good information about corrugated packaging. There have been many changes in the packaging industry over the past five to ten years, and in order to be successful, we now have to make sure that we engage with the people who are the supply chain decision-makers and the marketing managers – these are the people who can have a major impact on the future of our product.'

The need for such a dialogue will be immediately understood by anyone in the corrugated industry who, probably on a daily basis, is confronted by some of the common misconceptions about our product. Gudrun agrees, and says, 'We have to hammer home the message, and keep on hammering it home – corrugated packaging is cost-effective, hygienic, as well as being environmentally friendly, and has the added advantage of being completely recyclable.'

In 2008, FEFCO will be building on the framework of the S3 programme and unveiling a comprehensive campaign of activity. Gudrun

again, 'This is a campaign that will involve the whole of the supply chain, and it is expected that it will give each of our National Association a framework around which to formulate their own local promotional activities.'

When it comes to the Reusable Plastic Crates (RPC's) versus corrugated debate, Gudrun brings a unique perspective, having previously been Sales Manager of IFCO Systems, a well-known supplier of reusable plastic crate systems in both the food and non-food sectors. 'We have some work to do in this area, but



Attractive corrugated fruit displays  
Carrefour store in France

## We are the producers of the most versatile packaging medium imaginable

overall, corrugated is still the market leader', says Gudrun. 'However, the RPC producers understood as long ago as 1990 the importance of connecting with the key retail market decision-makers, so that in many ways we

corrugated producers could and should have started our own dialogue a lot sooner. Recent successes in implementing Shelf-Ready Packaging (SRP) have taken us an important step further in developing links with the retailers, and that's something we can build upon. SRP is cheaper to use and makes it easier to replenish the shelves – but it also has unparalleled print possibilities as well as limitless structural design opportunities.'

'However, we must also emphasise the advantages for the retailer when it comes to private label products and promotional activities, and for the growers to introduce their own brands, although there may be some resistance to this from the retailers. The point is, we are the producers of the most versatile packaging medium imaginable.'

Gudrun goes on, 'There are important advantages in using corrugated, and we have to keep on reminding everyone of its benefits, including the end-user for whom its environmental credentials are becoming increasingly important. We have to keep on emphasising how environmentally friendly and sustainable corrugated is – explain that it can be recycled again and again. In these times of rising fuel costs, the cost of transporting goods becomes more and more important, and here too we have a positive message. As the cost of packaging continues to rise, there is money to be made by the retailers in collecting corrugated materials for recycling. Then there is the growing emphasis on the impact of carbon footprints, something which FEFCO has been investigating for many years, and on which there is much more work to be done.'

Important though the dialogue with retailers is, the FEFCO Activity Plan goes far beyond this, involving as it does a strategy to maintain an ongoing dialogue with governments and to make use of universities too.

# The FEFCO Activity Plan

## Connecting with the retailers

The FEFCO Activity Plan is already under way, and March 2008 saw the publication of the first issue of The Corrugated News, containing eight pages of news and views covering subjects such as plastics versus corrugated, the benefits of print, and efficient logistics. The publication will be distributed to retailers and growers throughout Europe four or five times a year, and the next two issues are already being drafted.

FEFCO's basic brochure 'The 7 rules of efficient packaging' confirms that corrugated packaging is the dominant material in Europe for the transport of fruit and vegetables. This wide-ranging publication goes on to explain how corrugated can bring endless benefits to the supply chain, whilst at the same time having impeccable environmental credentials.

### Valuable marketing resources

May 2008 saw the launch of a FEFCO micro-site entirely devoted to the relevance of cor-



All you need to know about the benefits of corrugated packaging



Fruit and vegetable advice for retailers can be found on the new dedicated FEFCO web site <http://retail.fefco.org>

rugated to the packaging and distribution of fresh produce. Accessed directly from the FEFCO Home Page, the site is an important resource covering corrugated fruit and vegetable trays, sustainability and recyclability. It also emphasises the fact that corrugated is a one-material packaging medium, and therefore one that is easily baled for recycling.

A section devoted to Retail Excellence will include key messages, and a guide to the requirements of the corrugated fruit and vegetable tray, as well as a newsletter, facts and figures and press clippings.

The micro-site and other resources will be maintained as an ongoing and very valuable resource, not just for the trade, but for all interested parties. However, FEFCO intends to be far more active in reaching out to individuals and organisations who can help to establish corrugated as the material of choice for packers, fillers and growers.

One to one meetings will take place with the major European retailers and with growers' organisations, as well as customer organisations such as Freshfel, Eurocommerce and ECR Europe.

Hello sweetheart, where in the world did you come from?

Just look at the specs on the rear of my box, sunny boy.



In January 2009 FEFCO will be seizing the opportunity to put itself at the heart of the fresh produce arena by having a presence at Fruit Logistica 2009. This important trade show aims to provide those involved in fruit trading with an opportunity to present their range of services from growing to selling. FEFCO is planning to book exhibition space at Fruit Logistica 2009, but equally importantly will be using the occasion to take part in discussion panels and to make key speeches.

### Studies and workshops

In co-operation with S3 committee members and with national associations, FEFCO press releases and media kits, together with regular editorial contributions will all help to keep corrugated on the agenda in every country. FEFCO will be making available to members all of the materials described, and will be encouraging the integration of the information into local media initiatives.

During the coming months FEFCO will be unveiling a number of comprehensive studies covering the use of corrugated in fruit and vegetable packaging logistics, and a number of workshops will be conducted, covering many important aspects of European retailing.

Finally (for the time being!) FEFCO will be establishing links with a number of key universities in an attempt to engage with students and trainees.

A final word from Gudrun, 'The point is this – we don't have to invent a new packaging medium to compete in today's market, because we already have one that is ideal in every respect. As for the retailer, corrugated meets all of their requirements, and it's up to us to convince them of that, using every method at our disposal.'

# National Associations Update



Spain

## ▶ AFCO has news of two innovative projects

AFCO has developed two innovative projects aimed at reducing risks in the workplace, namely "BIOAFCO" and a new web site named: "WEBPREVENAFCO".

"BIOAFCO is a pioneer project in the field of ergonomics using the latest technology in both hardware and software," explains Ignacio Carro, the Managing Director of AFCO. "In effect it is a thorough analysis of the postural load of each workplace through a virtual biomechanical model - which includes the most representative muscle groups - in order to evaluate possible risks. The system we have used to capture human movement has been extremely innovative in that it employs a range of sensors and a wireless receptor, which transmits information to a computer while the worker carries out his or her normal activity."

## ▶ The Prevention of Workplace Risks on the Web

New technologies can make a significant contribution towards the prevention of workplace risks. That is the message of WEBPREVENAFCO, which can be found at [www.prevenafco.es](http://www.prevenafco.es). The site is a valuable multimedia tool which offers information, consulting, training and statistics concerning workplace risk prevention in the corrugated cardboard sector. "New technologies can deliver efficient solutions that can help to prevent workplace risks, and WEBPREVENAFCO is the proof," says Ignacio Carro. He emphasises that what is most interesting about the site is the section on accident rates, and he also highlighted

the consultation section from where users can interact with and send questions to a prevention expert, who will reply to them. Both projects have been possible thanks to finance provided by the Spanish Foundation for the Prevention of Workplace Risks and support from trade unions.

**Contact: Ignacio Carro at AFCO, Spain**  
Tel: +34/91 571 17 02  
Email: [afco@afco.es](mailto:afco@afco.es) - [www.afco.es](http://www.afco.es)

## ▶ New President of AFCO



On 4th March 2008, **Mr. Leopoldo Santorromán Saldaña** was appointed President of AFCO, the Spanish Corrugated Board Association. Mr. Santorromán is the General Manager of Cartonajes Santorromán, a family owned company located in Calahorra, La Rioja, in the North East of Spain. Leopoldo is 44 years old, married with 4 children and is an economist with a masters degree from IESE School in Barcelona.



Austria

## PPV announces the release of two important new brochures.

### ▶ Sustainable Paper Converting Industry

This document provides an insight into the performance of the converting industry with regard to sustainability and Corporate Social Responsibility. It has been distributed to a large target audience including, PPV members, the press, politicians, ministries, customers and opinion-makers.

## ▶ Job Safety and Productivity

This booklet offers a selection of arguments and facts regarding the relationship between safety at work and productivity, and is intended only for PPV member companies.

**Contact: Rudolf Bergoth at PPV Austria**  
Tel: +43 1 505 53 82-0  
Email: [ppv@ppv.at](mailto:ppv@ppv.at) - [www.ppv.at](http://www.ppv.at)



France

## ▶ Status on Carbon Balance



On March 21st 2008 at the ONDEF office in Paris, technical and marketing managers of the main French corrugated board manufacturers attended a meeting chaired by Mr. Jean-Marc Jancovici, an expert on climate change, founder of carbone4 and "carbon" consultant of ADEME (the French Environment and Energy Management Agency).

He gave an insightful speech on "Carbon footprint, future developments in the perspective of a sustainable development". He also presented the "bilan carbone" (carbon balance) methodology developed by ADEME.

He presented his work on carbon footprints and explained that it will soon become necessary to evaluate carbon emissions at all stages of the production process, taking into account various relevant factors such as: incoming goods, energy and process, transportation of goods and of personnel, finished products, waste etc.

The impact of human activities on climate is now noticeable and widely recognized. Some commitment to reduce or stabilise emissions has been made at different levels and it is likely that additional measures to combat this phenomenon might soon be introduced. Therefore, Mr. Jean-Marc Jancovici suggested that ONDEF's members begin to evaluate the risks and start preparatory work in order to get ready for future measures that might be decided at government level.

His main recommendation is the evaluation of companies' carbon dependency and the real value of its assets, but also the analysis and where necessary the revision of the company business model.

**Contact: ONDEF, Olivier de Lagausie**  
Tel: +33 1 42 68 01 94  
Email: [ondef@online.fr](mailto:ondef@online.fr)

# PRAGUE

30<sup>th</sup> FEFCO Congress Prague  
Programme 18<sup>th</sup> – 20<sup>th</sup> June 2008

PREPARING CORRUGATED FOR  
A SUSTAINABLE FUTURE

## PROGRAMME



### Wednesday 18<sup>th</sup> June 2008

- 14.00 - 17.00 Congress Registration**  
InterContinental Praha
- 19.00 Welcome Cocktail**  
Zlatà Praha Restaurant InterContinental Praha  
*sponsored by Powerflute*

### Thursday 19<sup>th</sup> June 2008 - EU Sustainability Policy Developments

- 08.00 - 08.50 Congress Registration (Continued)**  
InterContinental Praha
- 09.00 Official Opening**  
Dr. Dermot Smurfit, FEFCO President
- 09.15 Overview of the Czech Market**  
Petr Dokoupil, CEO, Smurfit Kappa,  
Czech Republic
- 09.40 The European Policy Agenda on Sustainability**  
Werner P. Bohrer, Managing Director, EU.select,  
Belgium
- 10.15 Example from the Paper Sector: SCA**  
Anders Hildeman, Senior Vice President Public  
Affairs, SCA, Belgium
- 10.45 Coffee Break**
- 11.15 Preparing for the Future**  
**Renewable Energy: Implications for the Paper  
Industry**  
Teresa Presas, Managing Director, CEPI, Belgium
- The Future of Raw Materials Supply**  
Euco Uutela, EU Consulting, Germany
- FEFCO Work on Carbon Footprint**  
John Swift, Director Regulatory Affairs, SCA  
Packaging, Belgium
- 13.00 Closure Day One**
- 13.30 Lunch**  
InterContinental Praha
- 14.15 - 15.45 National Association Spotlight Sessions**
- 18.30 Cocktail Reception**  
Boat trip hosted by the Czech Association – SWL  
Embankment close to the InterContinental Praha,  
near the Čechův Bridge (departure 19.00)

### Friday 20<sup>th</sup> June 2008

**Application of Sustainability Principle  
on the Market**

- 09.00 Introduction**
- 09.05 Report on the CO2 Tax in the Netherlands:  
European Implications**  
Geert Bergsma, Consultant, CE Delft,  
The Netherlands
- 09.40 Example from the Chemical Industry**  
Dr. Reinhard, Quick, Director, VCI, Belgium
- 10.15 Sustainability and the Supply Chain**  
Jane Bickerstaffe, Director, INCPEN, UK
- 10.50 Coffee Break**
- 11.30 An Overall View of European Retailers'  
Sustainability Policy**  
Christel Davidson, Adviser Environment & Logistics,  
EuroCommerce, Belgium
- 12.15 Sustainability as a Management Tool**  
Robert Wilson, Chairman, Pöyry Consulting, UK
- 12.55 Closing Address**  
John Williams, FEFCO Vice President
- Free for lunch & afternoon**
- 19.30 Gala Dinner at the Slovanský Dům**  
Departure by coach from the InterContinental  
Hotel at 19.00 or 10 minutes walk from the hotel

**For additional information on this forthcoming  
congress or for registration please visit the  
FEFCO web site: [www.fefco.org](http://www.fefco.org)**

#### SPONSORS



## FEFCO Activities

### ► Report concerning the discriminating SIM study

On 18th March 2008, FEFCO's Secretary General attended a court case hearing at the higher regional Court of Land Brandenburg (Germany) between the Verband der Wellpappenindustrie-VDW, (German Association of Corrugated Industries) and the Stiftung Initiative Mehrweg-SIM, a foundation promoting re-usable packaging systems.

These two parties reached a settlement, which means that SIM is not allowed to use the study "The Sustainability of Packaging Systems for Fruit and Vegetable Transport in Europe based on Life-Cycle-Analysis" for commercial activities.

The Court discussed at length the use of the study by SIM. Under German law, SIM's publication addressed to commercial target groups represents an attempt to influence the market using the results of a study whose conclusions were regarded as dubious by VDW. The Court agreed that SIM was attempting to influence the market by sending out the study along with their own comments. According to one judge, by doing this SIM's marketing activities were being "disguised scientifically".

During the hearing, the Court questioned some of the study's conclusions that had resulted from the use of statistics that are not representative of the European Market. VDW claimed that prices of used corrugated trays in that particular segment were much higher than the price used in the study. Furthermore, a recent study by VDW on transit packaging for apples showed that corrugated is much cheaper than other materials, and VDW claims that their study is a lot closer to reality than the questioned SIM study.

Finally, the settlement states that this dubious study can no longer be used in Germany for commercial activities as an argument or a proof to discriminate against corrugated transit packaging.

For more information, contact Angelika Christ: [angelika.christ@fefco.org](mailto:angelika.christ@fefco.org)

### ► Corrugated: sustainable by nature

This document gives an overall view on what makes corrugated a sustainable choice. You can find it on the FEFCO website, in the publications sections/latest publications. [www.fefco.org](http://www.fefco.org)

### ► New Regulatory Affairs Manager for FEFCO



FEFCO is pleased to give a warm welcome to the latest member to join the team at its Brussels headquarters.

Maria Casado, FEFCO's newly appointed Regulatory Affairs Manager, studied Law at The Complutense University of Madrid and has a Masters Degree in European Affairs and International Relations.

Following a period of employment as a Communication Agent with Europe Direct, Maria has worked as an MEP Assistant and spent more than three years with a Brussels law firm. More recently, she has worked with the Secretariat of EPP-ED, the biggest political Group in the European Parliament.

## Caught in the net

### Corrugated recreation on the net!

If you still need to be surprised by the creative possibilities of corrugated materials take a look at [www.youtube.com](http://www.youtube.com) and search for 'corrugated' videos. YouTube is not only the place to find rock stars and alternative music bands, but is also the place to see and to be seen for Corrugated! YouTube features a host of interesting videos highlighting the attributes of corrugated and demonstrating the many different ways of using this versatile material: Convenience: it can be used as furniture - watch the "amazing cardboard chair unfolding" and discover a few other interesting ones made out of paper based products - especially the "FlexibleLove chair".

Social enterprise: look at the "first Cardboard Dome Home for 7th Haven Project"

Amusing: watch the battle game "the corrugated crusade".

Comfortable: check this out by watching "cat, catnip and cardboard box".

And finally fun - if you don't know how to get rid of your used corrugated box have a laugh at the "Kuvasz Box Destruction" video or "Dougal vs Cardboard"!

## Calendar of Events

### FEFCO Events

#### ► FEFCO Congress



18-20 June 2008  
InterContinental Hotel  
Prague, Czech Republic  
[www.fefco.org](http://www.fefco.org)

#### ► 15th FEFCO Technical Seminar

6-8 May 2009  
Estrel Convention Centre, Berlin, Germany

### Industry Events

#### ► Sino-Corrugated 2008 China Show

28-30, August 2008  
*The largest and most influential corrugated events and the exclusive show for corrugated in China*  
Guangdong Modern International Exhibition Center (GDE)  
Guangdong, China  
Contact: Rachel Wang  
Tel: +86-21-51188229  
Fax: +86-21-51188234  
Email: [rachel.wang@reedhuayin.com.cn](mailto:rachel.wang@reedhuayin.com.cn)



#### ► SUPER CORR EXPO



22-26 September 2008  
The Georgia World Congress Center, Atlanta, Georgia, USA  
[www.supercorrexpo.org](http://www.supercorrexpo.org)

### Other Events

#### ► Packaging Summit Europe,

1-2 July 2008  
Okura Hotel, Amsterdam, Netherlands  
Email: [cwhite@pkgeurope.com](mailto:cwhite@pkgeurope.com)  
[www.pkgeurope.com](http://www.pkgeurope.com)

#### ► Pack&TechRetail

10-12 September 2008-04-28  
Bologna, Italy  
Tel: +39 02-3191091  
Email: [packima@ipackima.it](mailto:packima@ipackima.it)  
[www.freschissimo2008.it](http://www.freschissimo2008.it)

**FEFCO**  
European Federation of  
Corrugated Board Manufacturers

Avenue Louise 250 B - 1050 Brussels  
Tel: +32 2 646 4070 Fax: +32 2 646 6460  
Email: [info@fefco.org](mailto:info@fefco.org)  
**[www.fefco.org](http://www.fefco.org)**