

# The Corrugated news

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### Imprint

FEFCO AIBSL  
European Federation of  
Corrugated Board Manufacturers  
Avenue Louise 250  
B-1050 Brussels  
Phone: + 32 2 646 40 70  
Fax: + 32 2 646 64 60  
E-mail: [information@fefco.org](mailto:information@fefco.org)  
[www.fefco.org](http://www.fefco.org)

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EHI Retail Institute



Gudrun Klopfer

- ✓ FEFCO Retail Packaging Director

## Dear readers,

Since I joined FEFCO as Retail Packaging Director in October 2007, it has been a case of 'full steam ahead'. We have embarked on a campaign aimed at retailers and growers, including the launch of this newsletter "The Corrugated News", and the publication of a brochure entitled "The 7 rules of efficient packaging". In 2008 we also launched our micro-site at [www.retail.fefco.org](http://www.retail.fefco.org), and there will be no slowing down of our campaign during 2009. In February we will have our own exhibition stand at the Fruit Logistica trade show in Berlin. Also next year we will be conducting a number of studies and workshops, as well as establishing links with key universities working in the field of logistics research.

An informational campaign is essential because you as the customer have

the right to get answers from the corrugated board industry concerning your changing needs. For example, as the trend continues in the use of own brands, there is no packaging material more suited to the use of colourful graphics and changes at short notice. Furthermore, ecological aspects and efforts concerning sustainability are crucial for retailers' market success. We aim to convince you as our customer that corrugated board manufacturers supply the most versatile and sustainable packaging material imaginable, and that there is no doubting the fact that the future is corrugated!

On that note – happy reading!

Yours sincerely,

Gudrun Klopfer

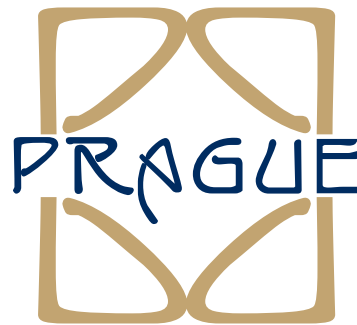
## Preparing corrugated board for a sustainable future: Results and impressions of the 30th FEFCO Congress Prague

In the future, the question of sustainability will demand great efforts from all involved, but this will in turn result in value creation. This was one of the core conclusions reached at the 30th FEFCO Congress held in Prague from 18th to 20th June, 2008. John Williams, incoming FEFCO President, told delegates in his closing speech, "Sustainability is a series of subjects which are all influenced by various players in the supply chain and they all expect a simple answer to a complex question. FEFCO is there to facilitate and help to drive the issues that are at the top of the industry's agenda."

### Let's talk sustainability

What were the objectives of the Congress? Its goal was for members to gain an understanding of the impact

EU sustainability policies will have on the industry and to pinpoint the latest sustainability expectations of both customers and retailers. Central to this theme was a presentation by Christel Davidson from EuroCommerce on the sustainability policies of European retailers. Her sound advice for the packaging industry included the importance of reducing the environmental impacts of production, the need to ensure the traceability of fibres so that those from unknown or illegal origins are eliminated from the production process, and the urgency to develop recycling waste streams.



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

### Sustainability means value creation

Robert Wilson, Chairman of Pöyry Consulting, a company focusing on packaging, energy, and environmental issues, spoke on sustainability as a management tool. "Sustainability has risen to be a key business driver," he claimed, emphasising how, increasingly, company ecopolicies are being shaped by innovations from the industry, with



## Get together

- John Williams (fourth from left) and Dermot Smurfit (third from right) surrounded by congress participants



the legislators lagging behind. Nowadays, Corporate Social Responsibility (CSR) policies are central in shaping the business plans of most organisations. These policies not only include qualification criteria for suppliers but also competition tools for retailers. Wilson specifically mentioned the policies of some large players such as Tesco's "nothing to landfill" strategy and Wal-Mart's

packaging scorecard for their suppliers. The key message of his presentation was that sustainability will shape future business, and in order to create value through investing in sustainability, companies must align their environmental policies with their business goals. This will lead to changes in structures, production methods and products, but with the bonus of added value creation.

### Consumers define the future of packaging

"Each part of the lifecycle imposes different expectations and demands on packaging" according to Jane Bickerstaffe, Director of INCPEN. The only common denominator is a concern for less impact on the environment. In her presentation on sustainability and the supply chain Bickerstaffe emphasised how consumers' views drive both retailers and politicians. Retailers must address consumers' demands by reducing unnecessary packaging, using recyclable and biodegradable packaging and

offering goods that have "green" qualities. Her detailed research has shown that packaging accounts for only 3% of an average household's energy use, compared to 34% for the production of household goods and 24% for central heating and water. Jane Bickerstaffe convincingly concluded, "packaging prevents far more waste than it generates."

In summarising the 2008 Prague Congress, Angelika Christ, FEFCO Secretary General stated: "This Congress has shown that the corrugated board industry is committed to producing sustainable packaging for our customers and all of the the supply chain players, not only today but for a long time to come. The industry will redouble its efforts to communicate the many positive initiatives already taken at industry level and will continue to provide the legislators and supply chain players with the most up-to-date and accurate information."





### Interview with Oliver Gollnick

- ✓ Member of the Board of Pfalzmarkt für Obst und Gemüse eG (the Palatinate Market for Fruit and Vegetables) in Mutterstadt, Germany

## “It ist easier to handle corrugated board boxes than plastic crates”

- ✓ **Mr Gollnick, your farmers' association uses various forms of transit packaging for fruit and vegetables. To what extent does corrugated board meet both your logistic and economic expectations and those of the retailers?**

Along with corrugated board, we make use of reusable plastic crates and boxes made out of solid fibre board – it all depends on what is being transported. We expect our corrugated board transport packaging to be a perfect fit for the goods to be transported and that is why it is always custom-made. The various products to be transported determine the wall thickness, any potential coating and the height of the corru-

gated board packaging. For example, the boxes for spring onions are only 9cm high, but for cauliflower the boxes are 24cm high, and there are several other packaging heights in between.

- ✓ **Corrugated board boxes are available both as customised packaging as well as modular, standard packaging, e.g. in accordance with the FEFCO „Common Footprint“ Standard (600x 400 mm and 400x300 mm). Do you use these kinds of boxes?**

We only use the 600x 400 mm corrugated board boxes. These dimensions fit perfectly on a EuroPallet and guarantee efficient logistics. In addition, trian-

gular reinforcements in all four corners increase stability and stackability. Ideally, our goods need to be stacked up to 2.40 meters high in the lorry.

- ✓ **Where do you see the respective advantages when you compare reusable plastic packaging and corrugated board transport packaging?**

Reusable plastic crates are expensive, but are more stable than corrugated board boxes, particularly for wet products. However, besides its price advantage, corrugated board offers flexibility in terms of its design, making it possible to meet individual specifications. The fact that corrugated board can be printed means that it can also

be used for promotional purposes, and what's more, it is easier to handle corrugated board boxes than plastic crates.

✓ **How important is it to print in colour or even design brand specific corrugated board packaging for fruit and vegetables?**

In most cases our clients determine the type and design of packaging. Whenever possible, we take the opportunity to present our brand "Pfalzmarkt". In this way, on the one hand, we distinguish ourselves from our competition and, on

the other hand, we satisfy the expectations of the consumer. The reward that we get as a result of the recognition factor is consumer brand loyalty, although admittedly, branding in the area of fruit and vegetables is still in its infancy.

✓ **According to a survey of decision makers in Industry and Retail in 2007, commissioned by the German Corrugated Board Association (VDW), corrugated board has the best image of all transport packaging in terms of cost effectiveness. Do you agree?**

Yes, the cost effectiveness of corrugated board is good – that is indisputable. Furthermore, we like using this cost-efficient packaging material, but at the end of the day, it is our clients who determine what packaging is to be used. Retailers have specific requirements regarding the packaging, and they give us very clear guidelines – this is our primary consideration when it comes to the choice of what packaging will be used.



✓ **Every day 250 lorries with fruit and vegetables leave the Palatinate Market for all regions of Europe**

## Carrefour replaces expanded polystyrene with corrugated board boxes

Hands up all those who would not have considered corrugated board as a suitable packaging material for transporting fresh fish? Well, how about this for news – we have all known for some time that from an ecological and economic standpoint, corrugated board is unbeatable. However, the French retail giant, Carrefour, the largest retail business in Europe and number two in the world behind Wal-Mart, has now taken the plunge and is replacing its expanded polystyrene packaging with AFCOfish, a corrugated board

box alternative for the packaging and transporting of fresh fish.

### Commitment to sustainability

“Carrefour’s commitment to sustainability has led it to replace expanded polystyrene packaging with corrugated board alternatives”, says Mariano Rodríguez, the Director of Quality and Sustainable Development for the Carrefour Group in Spain. He explained that the move was driven by the group’s sustainability policy as well as their anticipation of future

legal restrictions regarding the use of non-sustainable materials.

By taking this initiative, Carrefour has made great strides in dramatically reducing its carbon footprint. Rodríguez agrees that corrugated board is the ideal packaging material and says “It is renewable, 100% recyclable and biodegradable”. When it comes to CO<sub>2</sub> emissions, corrugated board has much to offer – for example, in the extraction of raw materials, because the timber comes from managed forest plantations which in turn absorb CO<sub>2</sub>. The manufacturing processes are environmentally friendly and in transport terms



AFCOfish

✓ The innovative corrugated board solution for fresh fish

corrugated board is a space-saving alternative resulting in fewer lorries on the roads. What is more, corrugated board meets with the strict directives being introduced by European authorities whilst also satisfying consumers' ever-growing demands for environmentally friendly packaging alternatives.

#### Corrugated board – the packaging of the future

What is so special about this revolutionary box adopted by Carrefour? AFCOfish, a state-of-the-art, patented, corrugated box for fresh fish was developed over two years by the Spanish Association of Corrugated Board Box

and Packing Product Manufacturers (AFCO) and was unveiled at the Spanish Commercial Coding Association's 9th conference on sea products, held in May 2008. AFCOfish is an innovative solution for the refrigerated transport for up to 24 hours of 6kg of fresh fish and 2 kg of ice using corrugated board in place of polystyrene.

Once again, corrugated board has positioned itself as the sustainable packaging material of the 21st century. Developed with a "zero waste" formula, AFCOfish guarantees the optimal use of resources as well as the integrated use of raw materials throughout their

entire lifecycle. After serving its purpose, the discarded packaging is re-introduced into the system as a secondary raw material in the form of recycled paper. AFCOfish is therefore good news for the environment, but there are also additional economic advantages resulting from the income derived from the recycling process. Rodríguez agrees that AFCOfish has a great many advantages to offer and says, "All of these elements combined mean that corrugated board packaging is the packaging of the future."

#### John Williams appointed new President of FEFCO

At the Prague FEFCO Congress, John Williams was unanimously chosen by the General Assembly as the new FEFCO President. Having served as Vice-President for the past two years, he has been actively involved in the work of FEFCO, and his priorities are already rooted in strengthening the organisation and

continuing the best practices policy. As he says "It is my goal to develop industry standards and guidelines and to continue to provide services whenever appropriate. FEFCO sees itself today as a service organisation for its members, and I want to continue down that path."



## Conclusions of the first EHI/GS 1 Packaging Congress in Cologne

Pack 2008, the first annual EHI/GS 1 Packaging Congress was held in Cologne on the 24th and 25th of June. Discussions were held concerning the expectations that retailers and the packaging industry have for packaging and future trends. The Congress concluded that corrugated board is well positioned for future market challenges.

### Less does not always mean more

In his introductory speech, Marco Atzberger, Member of EHI Retail Institute's Management, outlined the results of the Institute's current study. He underlined the fundamental role of transport packaging, which is to protect the goods to be transported. Answering the question "How much more can we reduce secondary packaging?" Mr. Atzberger showed an example of the adverse results caused by the handling

of goods crammed into unsuitable corrugated board trays. The results of the study showed that, in the drive to reduce packaging, we must ensure that packaging stability is not compromised. All members of the supply chain need to be in closer communication in order to avoid stability problems.

Peter Niggemeier, logistics project director for REWE Zentral AG confirmed this by calling for packaging concepts that satisfy all of the needs through the entire process chain. Niggemeier appealed to all participants saying, "Only together can we make it happen."



Photo: EHI Retail Institute

Dr Volker Lange, Director of Packaging and Retail Logistics for the Fraunhofer Institute in Dortmund, made the plea for sustainable supply chain management and more focus in the future on sustainability issues. The EHI study delivered convincing results with regard to waste avoidance and recycling, stating "From the retailers' perspective, corrugated board is the preferred material."

## CORRIE THE BOX

by Skydog

### ENERGY EFFICIENCY

