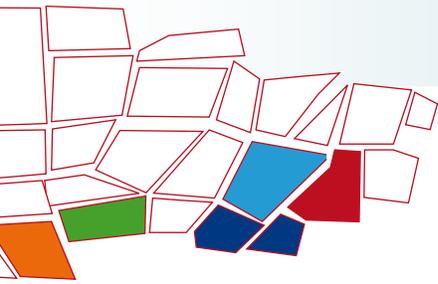


FEFCO nnect



BOXING THE FUTURE.

FEFCO Summit Barcelona

21-23 April 2010
Grand Marina Hotel



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Bob McLellan
President of FEFCO

Corrugated is tough but talking isn't enough!

Dear Members,

FEFCO are determined to show leadership and stewardship of our industry – so...

- What is the future of the manufacturing industry in Europe?
- What are key industry leaders saying and thinking?
- How does corrugated generate more profit for our users?
- Some real life experiences of what our product looks like in the marketplace
- Returnable plastic crates – what's really happening?
- Customers and retailers – key players will tell us what we do well and what we need to improve
- Environmental benefits of corrugated – how do they compare?
- What may the future bring?

This is the first "Summit"; it puts the "Marketing" and "General Congress" together. CEO's, MD's, GM's and Sales & Marketing Managers should be there if they want to know what's going on.

The meeting is in Barcelona, a great place to be where the Spanish Association and Allibox will make you very welcome.

We are targeting an attendance of over 150 senior executives from the industry, independent entrepreneurs, integrated box business managers, sympathising members, paper makers and anyone who believes corrugated needs to be seen and heard.

I look forward to greeting you in Barcelona. Your industry counts on your enthusiastic support. Attached is the draft agenda and we will follow up with registration forms – so please put the date in your diary.

With very best wishes.

Preliminary Programme FEFCO Summit

21-23 April 2010

Eurostars Grand Marina, Barcelona WTC

Don't miss the first FEFCO Summit!
Put the dates in your diary now!

Wednesday 21 April 2010

14.00 – 17.00

Summit registrations
Eurostars Grand Marina Hotel

20.00

FEFCO / AFCO Welcome cocktails
Eurostars Grand Marina Hotel

Thursday 22 April 2010

Leadership & Industry's Perspectives

08.00 – 08.50

Summit registrations (continued)

09.00

Official Opening
Bob McLellan - FEFCO President

09.10

Overview of the Spanish Market in the European Context
Leopoldo Santorromán - President of AFCO (ES)
Enrique Isidro, EUROPAC (ES)

10.00

The Future of the Manufacturing Industry in Europe
Professor Risto Kuivanen, VTT (FI)

10.40

Coffee break

11.00

The Future of the Corrugated Industry
Keynote Session
"The Views and reflections of 3 Industry Leaders"
Tony Smurfit, Smurfit Kappa Europe (FR)
Klaus Thimm, Thimm Verpackung (DE)
Tony Thorne, DS Smith (GB)

12.30

Break

12.45

Murphy was an Optimist - Practical Strategies for Crisis Management and Company Survival
Professor Anthonissen, A&A (BE)

13.30

How Corrugated is Used in the Media?
Multimedia presentation

13.45

Lunch at the Hotel

15.00 - 18.00

Afternoon Activities
– Mango Distribution Centre (textile sector)
– Visit Codorníu Facilities (Bodega)
*Another visit might be proposed.
Some visits may have a limited number of participants
Final programme to be confirmed.*

20.00

FEFCO Get-Together Dinner
Restaurant Can Cortada
*Dress code: suit and tie
Meeting point in the lobby at 20.00*

BOXING THE FUTURE.

FEFCO
Summit
Barcelona

Friday, 23 April 2010

Competitive Materials and Trends

09.00	Welcome Address RPCs Tour of Europe Moderator: José Cabrera, CEO JC Consejeros (ES)
09.05	IESE Study – Corrugated vs RPCs Impact on the Environment Professor Videla, IESE (ES)
09.45	Spain José Cabrera, JC Consejeros Benelux Hugo van den Berk, Smurfit Kappa Netherlands Italy Horst Zwick, SCA Packaging Conclusion Roberto Villaquiran, Chairman FEFCO Market & Environment Committee
11.00	Coffee Break
11.30	The importance of Corrugated Packaging: View from a Major Customer Speaker to be announced later
12.00	How Packaging Is its Own Worst Enemy Ms Sonia Raja, Tesco (GB) To be confirmed
12.40	A Vision on Packaging Martijn Arts, Total Active Media (NL)
13.15	Closing Address Alexander Enzenberg Chairman of FEFCO Communication Committee
13.30	Tapas Lunch at the Hotel
14.30	End of Summit

Practical information

Venue

Moll de Barcelona, s/n
West Building
08039 Barcelona
Tel.: (+34) 93 603 90 00

You will find all practical information on the FEFCO Summit's web site www.fefco.org/barcelona

You can also access the web site directly from FEFCO's home page www.fefco.org

Hotel booking details

You can book your hotel room either on line or by fax. You can find both the link to the hotel booking or the hotel booking form on the Summits' website; Simply follow the instructions.

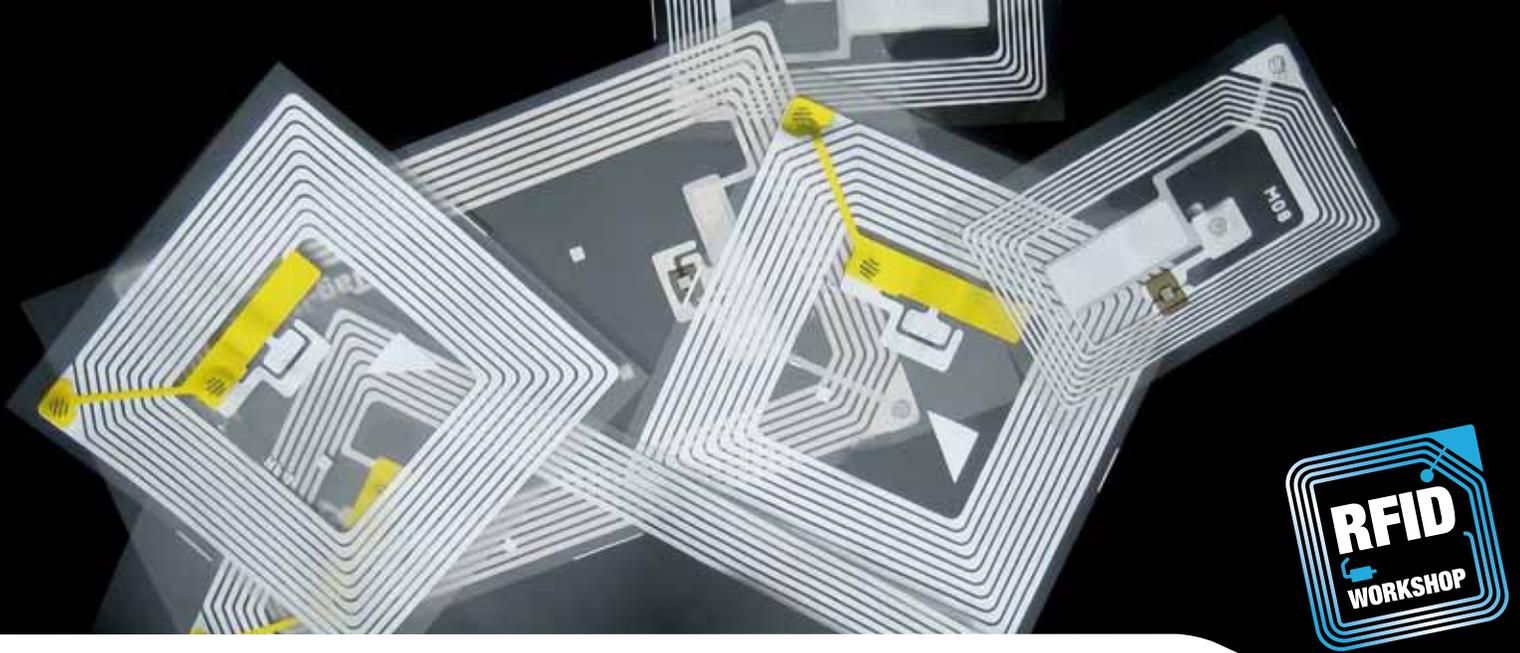
Please note that if you wish to stay longer than for the duration of the Summit, you will need to contact the Grand Marina Hotel Conventions' Department at the email address which is indicated in the Hotel section of the Summit's website.

Cancellation policy: If the room is cancelled up to one month (30 days) prior to the arrival date, no cancellation fee will be applied.

Contact & sponsorship opportunities

To ensure you get all the updated Summit information, or should you be interested in sponsoring this event, please contact Nathalie Schneegans: nschneegans@fefco.org





FEFCO RFID Workshop

9 November 2009 - GS1 Knowledge Centre
Köln, Germany



RFID Potential for Corrugated & the Supply Chain

Is RFID ready for take-off? This is the question that was looked into during the recent FEFCO Workshop which was held at the GS1 Knowledge centre in Köln.

25 participants from 10 countries attended this exclusive FEFCO session whose objective was to understand the latest developments in RFID and to evaluate the potential for its use in corrugated. The meeting discussed its use by leading major retailers as well as customers of the corrugated industry. To end the session, the workshop also looked into how the corrugated industry could use RFID for logistics within its plants.

The participants also had the opportunity to visit the GS1 Showroom (see pictures).

This showroom interactively presented examples from the entire value chain, including examples from production of the goods to the point of sale in the stores. Visitors to the display were shown a combination of theory and current practice, demonstrating how GS1 standards have responded to supply chain requirements and explaining how companies use new technology to collaborate along the chain.

Workshop Highlights

GS1- RFID Intelligent Packaging: Implementation & Requirements Results of the GS1 Workgroup

Mr Sven Dienelt presented the latest developments and the results of the GS1 workgroup and pilot RFID projects.

The practical findings detailing the packaging requirements raised some concerns among participants. There were worries about the number of transponders on a box, and the positioning, orientation and type of tags. The presentation revealed that transponders could be mounted vertically or horizontally but not at an angle. Successful identification by RFID very much depended on the products that were inside the boxes, for example water or metal were still a problem.

Mr Dienelt went on to explain that the maximum tolerance in the positioning of the tag was 10 mm, with a maximum label size of 110 mm.

He finally invited the workshop attendees to visit the EPC Global web site where they could find very useful and detailed information (in German) concerning the tagging of corrugated packaging.

GS1 Germany currently plans to launch an expert group to deal with packaging issues.

The leaflet, also in German, may be downloaded here:

http://www.gs1-germany.de/internet/common/downloads/epc_rfid/3029_verpackungen.pdf

Kraft Foods – Pilot Project & examples

Mr Volker Heidorn, Manager Ecommerce Customer Supply Chain EU at Kraft Foods summarised some of the benefits of RFID. He described the RFID pilot projects deployed within Kraft Foods since 2006, and the improvements that have resulted from them.

RFID trials were introduced at various points along the chain and covered:

- automatic handling of incoming raw materials and packaging using RFID
- RFID tracking of outgoing finished products for improved accuracy of shipments
- temperature monitoring using RFID for quality control
- racking of new promotions with RFID, improving shelf availability and so increasing the effectiveness of the promotion and helping to increase sales.

Mr Heidorn's presentation explained the necessary process changes in detail, and he went on to forecast where and at which stages we could expect growth in RFID usage.

He concluded on a positive note but also underlined some of the work that still needs to be done, telling delegates that:

- "the business case is still open "
- there are some public policy concerns that have to be overcome (Privacy, Workplace security)
- Metals and liquids have a negative impact on the detection results with RFID
- the standards for data, applications and processes are still not available
- the future price of RFID tags is still uncertain
- there is no critical mass for widespread implementation yet

To conclude his presentation, Mr Heidorn invited participants to think about RFID at industry level, to be INNOVATIVE and to investigate all the opportunities for the use of tags inside or outside of a package - sooner or later it may become a requirement.

METRO Group Increasing Supply Chain Efficiency

Dr. Christian Plenge, took us into the retail world and introduced to the audience the RFID strategy and roll-out of European retail giant METRO Group.

METRO Group is currently working on a number of RFID deployments that were explained to the participants.

RFID on incoming goods
RFID tagging was introduced at pallet level in more than 400 locations. This includes the warehouses and stores of the sales brands Real and Metro Cash & Carry in Germany and France, with very positive improvements in logistics processes.

Freight movement between DHL distribution centres and 91 Metro cash & carry stores in France accounts for 1.3 million pallets each year, and RFID deployment has identified the following potential benefits:

- There was a reduction of shipping errors and compensation claims;
- There were productivity gains in truck loading operations in DHL Distribution Centres, with a reduction in loading times of 15 %.



In addition, these roll-outs have been deployed for other DHL customers and for Metro Cash & Carry suppliers, creating new opportunities to improve transport efficiencies through real-time tracking of pallets throughout the supply chain.

Other cases were presented such as the use of RFID in the international supply chain for advanced logistics in Asia. The collaboration with suppliers in Asia has allowed for more process transparency and process optimisation, with better control of movement of goods.

The use of RFID in a German deep freeze distribution center in Hamm resulted in both improved efficiencies and inventory control.

Another area of RFID deployment is in promotions. The tracking of promotion displays has resulted in higher efficiency, higher sales and product availability thanks to a more effective, transparent and integrated promotion.

Some positive RFID results have also been reported following trials involving the tracking of fresh meat at the real,- Future Store in Toenisvorst, Germany.

.....
<http://www.future-store.org/fsi-internet/html/en/20151/index.html>
.....

Dr. Plenge summed up all of the expected RFID/EPC business benefits and explained that METRO Group's next goal was to continue work on tagging boxes, and to further investigate the use of RFID for reusable transport items as well as for the Electronic Article Surveillance (EAS).

.....
He suggested that delegates find out more on the METRO Group Future Store Initiative and invited them to visit the METRO Group website for further information:
<http://www.future-store.org/fsi-internet/html/en/375/index.html>
.....



Alexander Enzenberg - FEFCO ComCom Chairman

printed electronics (polymer transponder, and printed batteries), which may provide a cheaper alternative to the tag and so are worth examining.

Smart Solutions for Intralogistics and Customer Demands

Dr Klaus Weingarten's speech (stonegarden technologies) concluded this workshop with a very practical case for corrugated manufacturers. He described how RFID was being used by the Klingele Papierwerke by integrating the RFID technology into its forklift trucks to help track pallet movements and facilitate their identification throughout the transport processes.

which offers flexibility, speed, efficiency and transparency for optimized intralogistics and in satisfying customer requirements.

For further information, contact Dr. Klaus Weingarten, stonegarden technologies GmbH, at www.stonegarden-technologies.com



Dr Dr Klaus Weingarten - stonegarden technologies

RFID is alive and kicking but it is not yet fully deployed

The system provides an in-house tracking and tracing system, which is of particular use for the recording and tracking of material movements

The audience asked many questions and a discussion took place mainly on the optimisation process, the practical benefits and savings at plant level.

Dr Klaus Weingarten concluded that RFID based pallet management in the corrugated cardboard industry is a smart solution

In conclusion

RFID is alive and kicking but it is not yet fully deployed.

Although RFID is considered as an important trend for corrugated manufacturers, for the moment there is no great pressure from the market, although companies such as Metro and Kraft Foods are already far ahead with their evaluation and in some cases implementation. Workshop participants agreed that it is important to remain updated and it was agreed that FEFCO is the right body to spread knowledge within the Industry.

For more information, please contact Nathalie Schneegans: nschneegans@fefco.org Or GS1: www.gs1-germany.de

Smart Packaging – RFID, Printed Electronics & Electronics Ink

Mr Alexander Hille, Fraunhofer (Institut für Materialfluss und Logistik - IML) gave some insights into his company's work and detailed the necessary infrastructure for RFID testing.

His presentation focused mainly on technical aspects, the frequency characteristics, the future developments and on the possibilities offered by each solution and system. He gave some examples of the current known and supported retail RFID solutions and their potential: one is "Slap and Ship", said to be a simple solution, and another is the implementation of the UHF-Gen 2 transponder, which is used for standardized reusable assets. Mr Hille explained the differences between various reader characteristics and ended his presentation with food for thought for the future. This last part mainly concerned the possible use in the near future of electronic barcodes and



NADS and Country Activities

France / ONDEF

The 7th Corrugated Stars Spotlights the Environment



This year, 35 corrugated packaging projects were in competition for the ONDEF/ F.F.C. (Federation Française du Cartonnage)

Gold, Silver and Bronze Corrugated Star Awards and student awards.

As usual this event rewarded the young generation and future stars of the industry. Four projects out of 18 have been awarded in three categories, namely the Young Star Project, the Young Star Creativity Award and the Young Star Packaging (see above picture).

Corrugated Stars: Environment

For the first time in its history, this competition (for the ONDEF members) focused only on the Environment and rewarded projects that offered the best sustainable packaging solutions.

The awards were given by ONDEF and F.F.C. to the following winners:

Gold Star: Fitment for Calor Flatiron – International Paper – Chalon sur Saône

The benefits: both the box and the fitment are now made of corrugated “mono-material” replacing the polystyrene foam previously used. As a consequence, the volume has been reduced both for transport and for handling during production.



Silver Star: Viti-Eco (for winegrower Chapoutier) - Emin Leydier Emballages Oyonnax

The flute combination and liners have been changed (double fluting BC white to double fluting BE unbleached 100 % recycled), so that the packaging is now more sustainable. A special flexo printed window is being used for printing of the inkjet barcodes, giving the same readability as the white liner that was previously used.



Bronze Star: “breakable” Shelf-ready Packaging for Madrange ham - Smurfit Kappa France – Uzerche

This packaging contains 24 blisters each containing four slices of ham, used both for transport and for display on refrigerated shelves. It allows for fast and easy shelf replenishment as well as enhanced visibility of the product.



For further information please contact Olivier de Lagausie, ONDEF Secretary General on + 33 1 42 68 01 94 or by email: ondef@online.fr

UK

CPI lobbies MPs to support manufacturing renaissance

Representatives from the corrugated packaging industry met with 22 MPs at the Houses of Parliament on November 4th and called for them to support manufacturing enterprise in their constituencies and to help create a more positive climate for British manufacturing in the UK.

Andrew Barnetson, CPI Corrugated Sector Manager, said: “The event was a great success in itself; however, we are conscious of the need to build on our increasingly good relationships with our politicians. We urge all MPs to visit their local corrugated factories and see for themselves the excellent contribution the industry is making to businesses, large and small, all across the UK.”

In addition, Clive Bowers, Chairman of the CPI Corrugated Sector and CEO of Smurfit Kappa UK, pointed out that the corrugated packaging industry was an excellent barometer of the state of UK manufacturing, and that it was making an essential contribution to industry in general and fast moving consumer goods in particular.



Left-right: Jo Swinson MP, Clive Bowers, Malcolm Moss MP, Lindsay Roy MP

For further information please contact Andrew Barnetson, Corrugated Sector Manager, on + 44 (0)7775 771662 or email abarnetson@paper.org.uk.

FEFCO Activities

New Vice President for FEFCO



FEFCO announces the appointment of **Roberto Villaquiran**, CEO of Smurfit Kappa's Corrugated Group, as Vice President of FEFCO, replacing Phil Almond (SCA Packaging).

Born in western Colombia, Mr Villaquiran is 48 years old and has three children. In 1983 he graduated as a Bachelor of Chemical Engineering from the Illinois Institute of Technology, (Chicago), finally leaving there in 1985 with an MBA in Finance.

His subsequent career in corrugated began in Chicago in 1985 with CCA (Container Corporation of America), where he was a Financial Analyst, but for the past 23 years he has held various senior positions within the Smurfit Kappa Group. Roberto has been SKG's Chief Executive Officer, Corrugated Division since 2001.

New Name for the S3 Committee

This FEFCO Committee has been renamed Market and Environment Committee.

Happy New Year

Finally, all of the staff and Board Members of FEFCO would like to send you all good wishes for a happy and successful 2010!



New Board Members for FEFCO

FEFCO enters the New Year with a number of new Board Members, and we are pleased to welcome the following:

From the national associations we have Clive Bowers, CEO of Smurfit Kappa UK, representing the Confederation of Paper Industries, and László Panyi, Vice President of Dunapack Ltd, representing the Hungarian Federation of Corrugated Board Manufacturers, replacing Miklos Gallias. Mr Panyi is a cluster representative on behalf of HFCBM (Hungary), ARFCO (Romania), ACBPP (Slovak Republic), and UACBM (Ukraine).

Representing major companies we welcome Greg Gibson, Vice President and General Manager at International Paper S.A., and David Stead, Acting President of SCA Packaging Europe.

Strategic Alliances

CEPI



The Confederation of European Paper Industries (CEPI) is pleased to announce the appointment of Berry Wiersum as the next

CEPI chairman. Mr Wiersum will start his chairmanship at the beginning of January 2010 and will hold the post until the end of 2012. Mr Magnus Hall, the current CEPI chairman, will take the post of Vice-chairman for the next two years so as to guarantee a smooth transition.

For more information or photo requests, please contact CEPI's Communications & Public Affairs Director, Martyn Griffiths: m.griffiths@cepi.org, +32 2 627 49 26 or Daniela Haiduc, Communications & Public Affairs Manager: d.haiduc@cepi.org, +32 2 627 49 15

Events

FEFCO Summit

This summit is a merger between the FEFCO and the Marketing Congress
21-23 April 2010
Barcelona, Spain
www.fefco.org

Industry Events

2011 ICCA/WCO Conference

23-25 May 2011
The Queen Elizabeth Fairmont Hotel
Montreal, Quebec
Canada
www.iccanet.org
Contact: Mr Keller
jkeller@iccanet.org
Phone: +1 (847) 364-9615

Sino Corrugated

7-10 Apr 2010
Shanghai New International
Expo Centre
Shanghai, China
www.sino-corrugated.com

Other Events

Pharmapack

01-02 February 2010
Grande halle de la Villette
Paris, France
www.devicelink.com

Verpackung Austria 2010

3-4 February 010
Wels - Austria
www.easyfairs.com

Fruit Logistica 2010

3-5 February 2010
Berlin Messe, Germany
www1.messe-berlin.de

ECOPACK

24-25 February 2010
NEC Birmingham, UK
www.easyfairs.com

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