



# Corrugated Packaging performance in the fruit & vegetable sector

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**Klaus Thimm**  
Chairman, Market &  
Environment Committee

Dear Colleagues,

The European Corrugated industry faces many opportunities and challenges: the development of convenience and internet deliveries, consumers' desire for greater choice, smaller households and preference for paper based packaging are just some factors which mean that the corrugated industry has great growth prospects. Yet European competitors take share from corrugated with returnable solutions for produce and plastic alternatives for retail ready packaging, shrink wrap and promotional displays.

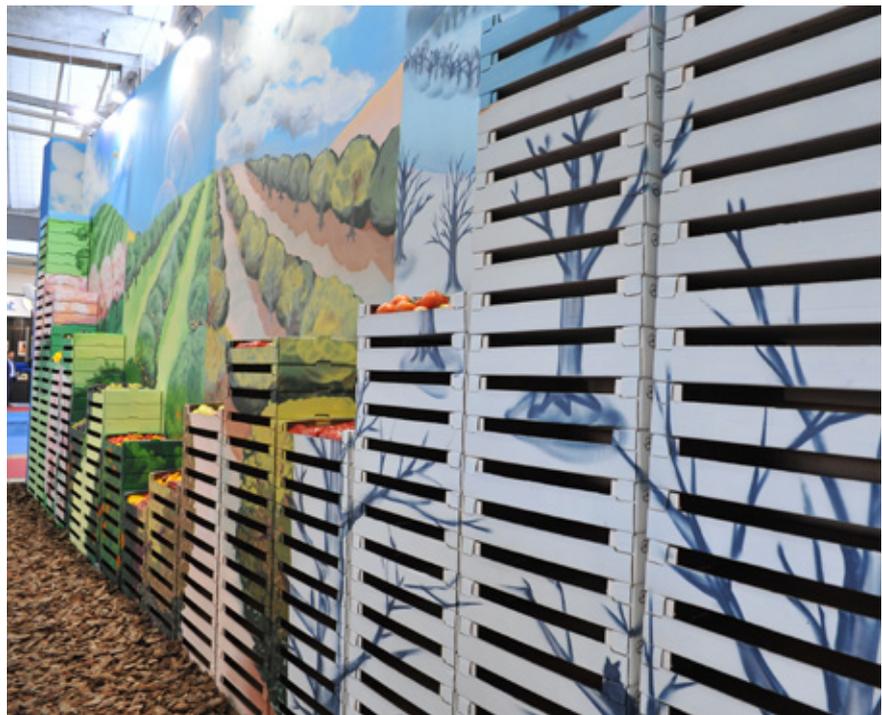
In 2011 the FEFCO Market & Environment (M&E) Campaign was launched. The strategy of the campaign is to continue to improve the image of our industry by communicating its importance and many strengths and benefits to producers, retailers and the EU Institutions.

Intense activities have been implemented, including high levels of editorial coverage, a website with blogs promoting the benefits of corrugated, trade advertising, participation in conferences and exhibitions and face-to-face interaction with retailers and EU institutions. In September, jointly with CEPI, we hosted a reception for members of the new European Parliament. Thirty MEPs attended: a great result to build on! Two other highly successful initiatives have been the Corrugated of Course brand campaign and the involvement of Mr & Ms C. Take a look at their latest movie here: [www.corrugated-ofcourse.eu/fresh](http://www.corrugated-ofcourse.eu/fresh). FEFCO are delighted that comprehensive support has been given to the campaign by the National Associations and that significant exposure vis à vis target audiences has been achieved.

After two and a half years as Chairman of the M&E Committee I've decided to pass on the baton to my successor Jon Ernst, Vice President and General Manager of EMEA Packaging at International Paper. I thank all members for the strong support given to the M&E Campaign. We encourage all members to maintain that support. Thus we'll continue to meet the European challenges and opportunities, promote corrugated packaging as the go-to solution, and deliver growth prospects for our industry for many years to come.



## The antenna, steering wheel and megaphone for the Corrugated fruit and vegetable Packaging sector in Italy



### Bestack celebrates its 10<sup>th</sup> anniversary

Bestack, the consortium of producers of Corrugated Packaging for the fruit & vegetable sector in Italy, has grown from a visionary idea that started 10 years ago to an organisation that today provides monitoring, guidance and promotion services to the sector.

In the beginning, the main Italian producers of Corrugated Packaging for

fruit & vegetables set out to create an organisation that would both protect and promote the entire Corrugated Packaging sector. Key activities included economic and logistical research as well as the funding of environmental, health and hygiene studies. Activities to promote the sector included participation in fairs, lobbying the European institutions and the overall promotion of the qualitative advantages of Corrugated Packaging.

Over the years Bestack has increasingly used its presence as an opportunity to brand the sector, increase its visibility, communicate in a new way and to talk about Corrugated Packaging to the decision makers in the market.

At the outset a market observatory was created to collect and chart fruit

& vegetable packaging typologies by channel, material and size.

Ten years later, times have changed and so has the market. Bestack is an efficient organization running under the guidance of GIFCO, which monitors the market and defends and promotes the sector.

Bestack has built up relationships with wholesalers, organisations representing fruit & vegetable producers, exporter associations and the principal wholesale markets. In its current form it has become an antenna for monitoring changes, a steering wheel to guide the sector and a megaphone, targeting consumers, to promote Corrugated Packaging through steady and ongoing lobbying activity.

### Bestack quality approval



Bestack has developed its own certification system which guarantees its packaging and is accredited at a

European institution level. In Italy, in the fruit & vegetable sector, Corrugated Packaging has a market share of more than 30%.

After 10 years, almost 90% of Corrugated Packaging for fruit & vegetables in Italy now has the same basic dimensions. These are the same as the Common Footprint model and are therefore easily managed during transport. 30% of Italian Corrugated Packaging trays are guaranteed by the Bestack 'quality approved' seal.

Another focus of Bestack's work is to prove that Corrugated Packaging is the more sustainable choice of packaging. Research has been conducted together with leading universities in Italy to demonstrate that the carbon footprint of Corrugated is less than that of returnable plastic containers (RPCs) when calculating the journey from production to consumption in households. Further along the sustainability route, research



has also been conducted on the water footprint of Corrugated production which shows that Corrugated uses less water compared with RPCs.

Studies have also been conducted on economics, hygiene and the reduction of food waste.

For more information:  
[www.bestack.com](http://www.bestack.com)  
 Consorzio Bestack  
 Via Miller, 32 - 47121 Forlì (FC) - Italy  
 Tel +39 0543 3244



### Bestack Key Facts

- Created in 2004.
- Consortium of Italian producers of Corrugated Packaging for fruit & vegetables.
- Founding companies: International Paper, Ghelfi Ondulati, Kappa Packaging, SCA, Fustelpack & Biopack
- Piero Attoma - GIFCO President involved in the creation of Bestack and spurred main Italian producers to join the consortium

#### Main activities

- Certification BQA (Italian standard of CFQ)
- focus on renewability
- research studies
- communication
- participation at fairs

#### Members

DS Smith Packaging, Mauro Benedetti, Fustelpack, Smurfit Kappa, International Paper, Ondulor, Ghelfi, Sandra, Trevikart

#### Paper chain partners

Assocarta, GIFCO, COMIECO, FSC, PEFC

## Corrugated 4.0: Smart Factories for Flexibility and Efficiency

**FEFCO's bi-annual Technical Seminar continues to be the unique technical platform for the European Corrugated industry and its suppliers. The next event will be held on 28-30 October 2015 at the Centre de Convencions Internacional de Barcelona (CCIB), Spain.**



### Why this venue?

FEFCO has chosen **Barcelona** because it has great connections to all European cities and is a modern and cosmopolitan city. It is one of the world's most popular international meeting destinations.

The **CCIB venue** is famous for its excellent infrastructure and its customisable and column free exhibition space. Moreover, it is located within just three minutes' walk from a large selection of hotels. FEFCO has already reserved rooms in four of them for the event to facilitate easy networking.

The CCIB is located very close to Barcelona's historic area in one of the main business districts of "Diagonal Mar". This venue is well-known for accommodating large high-tech events requiring state-of-the-art facilities.

FEFCO is convinced that this choice is convenient for everyone and that it will fulfil the high expectations of the FEFCO delegates.

### Exhibition - what's new this year?

In order to draw a maximum number of participants to the exhibition floor and increase the traffic to your stand, the main meeting room, which is used both for the spotlight sessions and the main

conference, will be located in the main exhibition hall this year.

### Reserve your exhibition stand now!

On behalf of the FEFCO Production Committee, we invite you to become an exhibitor at the next FEFCO Technical Seminar.

Attendees are all buyers or end-users of machinery, equipment or services dedicated exclusively to the Corrugated Industry.

This exhibition is reserved for FEFCO Sympathiser Members. If your company wishes to become a Sympathiser Member of FEFCO, please contact [houriet.lefebvre@fefco.org](mailto:houriet.lefebvre@fefco.org)

### Practical Information

#### Conference

The conference is also one of the main highlights of the Technical Seminar.

Once more, the Production Committee has taken into consideration the members' feedback and integrated their suggestions into the seminar conference programme.

The conference presentations will address key technological issues and strategic subjects of interest to the industry. This year the theme will be "**Corrugated**

### 4.0: Smart Factories for Flexibility and Efficiency".

The programme will focus on intelligent machines and processes, advanced analytics, resource efficiency, ergonomics and how people at work can adapt to these trends.

It will evaluate how new developments could re-shape the industry, leading to business process re-engineering, in order to be more flexible, more adaptable and safer.

The FEFCO Production Committee is confident that this global theme will attract a greater number of participants from the corrugated industry.

### Spotlight Sessions

All Sympathiser members can participate in these seven minute presentations featuring innovations in production or services related to the manufacture of Corrugated Board.

Registrations to the spotlight sessions will be possible as of the second quarter of 2015. FEFCO will send an announcement e-mail to all members.

### Registration will start mid-January

An event website dedicated to the 2015

**BE THERE!**

- To meet your **suppliers** and find new ones!
- To network and share experience with your **colleagues** from all over Europe and beyond.
- To be kept updated on the latest **innovations** within the sector.
- And finally because the FEFCO Technical Seminar is an excellent training opportunity for **managers** working in production, maintenance, logistics and R&D.

### Current Exhibitors

1. Absolute Engineering Ltd
2. Albany International Italia SRL
3. Alliance Machine Systems Europe
4. Ammeraal Beltech Holding BV
5. Apex Group of Companies
6. Barberan SA
7. Baumer hhs GmbH
8. BCM Transtech A/S
9. BHS Corrugated
10. BOBST
11. Dicar B.V.
12. DUO-Technik GmbH
13. EMBA Machinery AB
14. Erhardt + Leimer Corrugated GmbH
15. Escada
16. Fosber S.p.A
17. Göpfert Maschinen GmbH
18. HP
19. Innventia
20. Karl Marbach GmbH & Co. KG
21. Kiwiplan Europe
22. MarquipWardUnited GmbH
23. Metsä Board
24. Metso Automation
25. Mitsubishi
26. MOSCA GmbH
27. OM Partners n.v.
28. Pamarco Global Graphics
29. Re Controlli Industriali
30. Powerflute
31. Re Controlli Industriali
32. Stora Enso Uetersen GmbH
33. Talleres Serra Sa
34. Tiruña S.L.
35. Tresu A/S
36. VEGA SRL
37. Vonderheiden
38. Wilhelm Bahmüller GmbH
39. Witron Logistik+ Informatik GmbH

Technical Seminar is now online, directly accessible from the FEFCO home page. Conference registrations have now started and registration is possible online using your FEFCO login and password.

### Hotel Accommodation

FEFCO has pre-booked rooms in four specially selected hotels located just next to the CCIB. Hotel booking is now possible and a description of each hotel is presented in the hotel section of the website.

Although FEFCO has negotiated special rates for delegates, it may be possible to find cheaper rates on the internet under certain conditions.

Please be aware that October is usually an extremely busy month in Barcelona, both for business and leisure. There may be several events taking place at the same time as the Technical Seminar. FEFCO therefore highly recommends that you book your accommodation as soon as possible.

### Star Alliance Agreement

**STAR ALLIANCE**  
THE WAY THE EARTH CONNECTS



Registered participants plus one accompanying person travelling to the event can qualify for a discount of up to 20%, depending on fare and class of travel booked.

To obtain the Star Alliance Conventions Plus discount click on the link and follow the steps in the travel information page on the event website. You will also find a full list of participating airlines.

### Highlights - 2013 Technical Seminar in Copenhagen

- 800 delegates
- High percentage of qualified Corrugated industry decision makers
- 42 countries represented
- 95 stand units
- 68 exhibiting companies
- 48 spotlight presentations
- 93.5 % of delegates\* rated the event as excellent or good
- 96% of exhibitors\* rated the quality of delegates as excellent or good

\* who responded to FEFCO survey

### Sponsors

The FEFCO Technical Seminar is one of the best platforms to promote your technical solutions. A wide variety of promotional packages are available, each providing an effective way to target your message towards decision-makers.

For sponsorship opportunities please contact: Nathalie Schneegans, Communications Director  
+ 32 2 650 08 32

[nschneegans@fefco.org](mailto:nschneegans@fefco.org)



# Mr C CAMPAIGN...

Corrugated board is the material of choice for transport and display packaging solutions in supermarkets. It is lightweight, strong, space efficient, able to carry branding messages, fully recyclable and made entirely from renewable resources. The benefits are clear, but what about its role within the fruit and vegetable category where competing systems are playing a significant role?

A quick reminder! Across Europe packers and distributors can take advantage of a standard corrugated packaging called the "Common Footprint" (CF) which provides for the effective transport and display of fruit and vegetables.

The CF meets strict technical specifications defined by FEFCO, the European federation of corrugated board manufacturers. There is widespread use of the CF across Europe.

The standardised sizes and features deliver significant value benefits: In a UK study corrugated packaging achieved the highest space efficiency - 91 to 98%. Research in Italy showed that 20 kg of oranges, transported from Catania to a family in Milan, will result in CO2 emissions from transport that are 34% lower in corrugated packaging than a competing system.

Highly significant too is the lower cost to producers of using corrugated packaging vs. its competition. A study in France revealed this to be up to 40 cents lower per trip. In Spain the costs were found to be 14% lower.

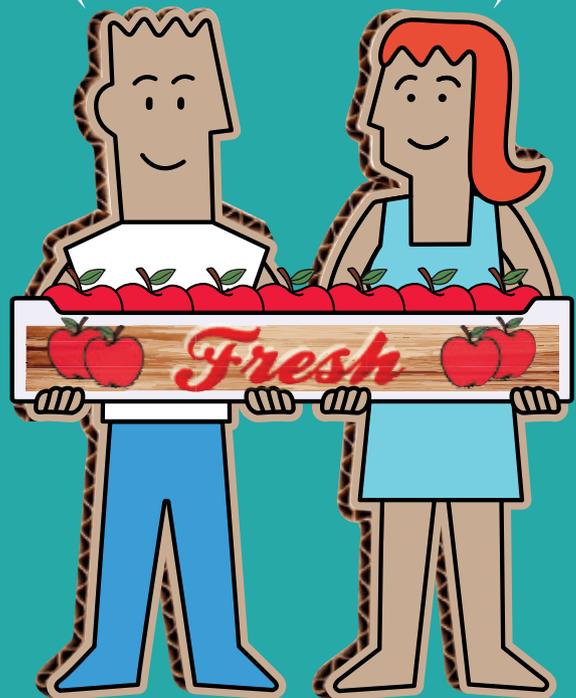
In Germany a review of the total value chain for the transport of tomatoes revealed that overall costs were 13% lower in corrugated packaging than the main alternative.

Corrugated packaging reduces the costs of logistics and handling and sells the products it displays. All this is achieved using a fully renewable and recyclable material.

To learn more visit [www.corrugated-ofcourse.eu](http://www.corrugated-ofcourse.eu)



**YOU'LL BE SURPRISED  
BY THE BENEFITS!**



If you need to protect, transport and display fruit and vegetables there's one packaging that's perfect for the job – corrugated of course!

**HELLO**

**I'M HELPING TO COMMUNICATE THE  
MANY BENEFITS OF CORRUGATED  
PACKAGING.**



**CORRUGATED  
OF COURSE**

[www.corrugated-ofcourse.eu](http://www.corrugated-ofcourse.eu)

# VDW Technical Seminar 2014



The 2014 Technical Seminar of the German Corrugated Board Association (VDW) took place in the Lufthansa Training & Conference Centre in Seeheim-Jugenheim. This conference centre lies in the hills of the Bergstrasse in the Rhine Basin, south of Frankfurt. The venue consists of a conference room, restaurant and hotel designed to accommodate up to 700 participants.

The seminar offered a full two-day programme of presentations, spotlight presentations and an exhibition as well as evening events organized by the sympathizing members. The conference ran between 17 and 18 November 2014. The seminar is only open to VDW member companies and attracted 435 participants.

During the four main sessions four different themes were covered:

- process automation and optimization
- digital print: complementary or replacement?

- energy
- work place safety: when the prosecutor comes

Sympathizing members presented 32 spotlight presentations on the current developments in the supplier industry.

For the first time prizes were awarded for first and second place for main presentations and spotlight presentations.

The winners were:

• **Best Presentation**

- 1st prize: Thomas Murr, BHS Corrugated
- 2nd prize: Stefan Buchner, Smurfit Kappa

• **Best Spotlight**

- 1st prize: Markus Haupt, Göpfert Maschinen
- 2nd prize: Matthias Olbrich, corrugated-solutions

A TED survey at the end of the seminar revealed that more than 80% of participants wished to have the 2016 seminar in the same location.

SAVE THE DATE

## FEFCO Workshop on Acceptance Procedures for Converting Equipment



### When?

Thursday 7th May 2015 in Brussels. The venue will be announced in early 2015.

### Content?

The objective of this one-day event is to introduce the **FEFCO Standards for Converting Equipment** document.

This workshop will explain to participants how to use the document and what the benefits are.

### What is this document?

FEFCO is about to launch a book of standards for the acceptance of conversion equipment, as used in the packaging industry. This document, produced by FEFCO, explains the reasons why the individual standards should be adopted during an acceptance test. It provides a justification for each element that can be tested during conversion equipment acceptance procedures used in the

corrugated industry. A standard will only help define the specifications for a part or machine on order. It allows the buyer to check if what was specified is delivered.

The reasoning in this document will help all parties in discussions as to why the individual elements in an acceptance procedure should be used.

### Registration

**This workshop is for FEFCO members only.** Registration will be open in February 2015. FEFCO members will receive an invitation by e-mail.

# FEFCO Activities

## New FEFCO Sympathiser

A big welcome to the following new Sympathiser and Corresponding members who have recently joined FEFCO:

### Sympathiser members

- **Koenig & Bauer AG** - Germany  
[www.kba.com](http://www.kba.com)
- **Innventia AB** - Sweden  
[www.innventia.com](http://www.innventia.com)

### Corresponding members

- **Carmel Container Systems Ltd.** - Israel  
[www.carmelccs.com](http://www.carmelccs.com)
- **Cargal Ltd** - Israel  
[www.cargal.co.il](http://www.cargal.co.il)

## EU Affairs Update

### New Commission, new rules and new structure. What's in it for corrugated packaging?

The EU Commission 2014-2019 took office on 1 November 2014. One positive result for the corrugated industry, from the internal restructuring, is that it will allow for more focused discussions on specific subjects.

The Commission's work plan for 2015 will strictly follow the "ten points" of Juncker's election campaign. Among the priorities suggested to make the EU a stronger global actor are: a boost for jobs, growth and investment; a resilient Energy Union with forward-looking climate change policy; a deeper and fairer internal market with a strengthened industrial base and a reasonable and balanced free trade agreement with the US.

An important element for the corrugated industry is the focus on Better Regulation (= less regulations) by the Commission. As an immediate result, the Commission is planning to withdraw its proposal on the Circular Economy package and replace it by new, more ambitious proposal by the end of 2015 to promote the circular economy. The package contained legislative proposals on a waste framework and packaging waste targets, which were of specific interest to our industry.

The Commissioners directly engaged with issues relevant to the corrugated industry are:

- Commissioner responsible for industry, **Elzbieta Bienkowska** (Poland)
- Commissioner responsible for food safety, **Vytenis Andriukaitis** (Lithuania)
- Commissioner responsible for environment, **Karmenu Vella** (Malta)



Jean-Claude Juncker



# Events

## FEFCO Technical Seminar 2015

28-30 October 2015  
CCIB – Barcelona, Spain  
[www.fefco.org/fefco-technical-seminar-2015-barcelona](http://www.fefco.org/fefco-technical-seminar-2015-barcelona)

## Industry Events



## 2015 ICCA/WCO Global Summit

13-17 April 2015  
Grand Hyatt Taipei, Taiwan and the Mandarin Oriental, Shanghai, China  
[www.iccanet.org](http://www.iccanet.org)

## Other events

### Fruit Logistica

4-6 February 2015  
Messe Berlin, Germany  
[www.fruitlogistica.de](http://www.fruitlogistica.de)

### Packaging Innovations Birmingham

25-26 February 2015  
Birmingham, UK  
[www.easyfairs.com](http://www.easyfairs.com)

### MeetingPack 2015

25-26 February 2015  
Valencia, Spain  
[www.meetingpack.com](http://www.meetingpack.com)

### Packaging waste & Sustainability Forum

25-26 February 2015  
Brussels, Belgium  
[www.packagingwasteforum.com](http://www.packagingwasteforum.com)

### ICE Europe

10-12 March 2015  
München, Germany  
[www.ice-x.com/europe](http://www.ice-x.com/europe)

### Anuga Food Tech

24-27 March 2015  
Köln, Germany  
[www.anugafoodtec.com](http://www.anugafoodtec.com)

# FEFCO

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