



"Safety checks",  
in the Netherlands

Photo: - Corrugated Benelux Association

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**Greg Dawson**  
Director of Corporate  
Affairs, DS Smith

At DS Smith we keep an eye on the future, as we are operating in a changing world. Towns, cities and entire populations are rapidly transforming. The growth in digital technology is revolutionising the way we shop and live.

We increasingly expect to purchase products tailored for us, whenever we want them, wherever we want them, delivered to us in a way that fits our busy lifestyles. We want more choice and convenience but with less impact on the world around us.

This presents huge opportunities for all of us, but also requires new ways of thinking. How do we deliver more products, without more vehicles, making our cities more congested? How do we deliver more to people's homes, without filling them with excess packaging? How can companies adapt to changing shopping habits, while running their operations smoothly and efficiently? How can we make products available across borders, while ensuring consistency everywhere, every time?

There is no one single answer to these questions. There is a need for innovation every day. From design to digital printing we can help customers provide a tailored and wonderful brand experience.

And we have a big role to play in limiting the impact of these products on the environment. We know recyclability is a key benefit of corrugated but too many packages are too big, transporting too much air, adding too much household waste.

Our recent Empty Space Economy report showed the environmental impact of shipping empty space is significant, with at least 122M tonnes of CO2 unnecessarily emitted every year.

These are big challenges for us all to work on. There's a need for a new approach to packaging. And a need for strong leadership in our industry.

**CPI recognises the importance of promoting corrugated cardboard, specifically to raise awareness of our superb environmental credentials. For some years, we have funded a 'B2B' campaign to the brand owner customer, and this ran successfully with a series of press releases and features in a range of Trade magazines.**

However, at the end of 2017 a decision was taken to change direction, seeking to 'win over the hearts and minds' of the consumer. This has proved very timely with the social changes that followed the BBC TV show Blue Planet II and retailer announcements to stop using plastics.

Throughout 2018 CPI has developed a consumer facing brand in "Beyond the Box" and an associated website ([www.cardboard.org.uk](http://www.cardboard.org.uk)) carrying attractive messages for the consumer. CPI undertook consumer research to inform the campaign and published a 'White Paper' at a Parliamentary launch in Westminster.



Influencer Jordan Lloyd Carter explaining how easy it is to recycle at home

During September, the UK held its annual "Recycle Week" and CPI took the opportunity to participate. A video, fronted by UK TV presenter Max McMurdo, explains that two thirds of consumers are concerned about packaging. It goes on to confirm that there is good news and that cardboard has the highest recycling rate for any packaging material.

CPI association is pleased to see that these messages were picked up widely, including in the national press, Daily Mirror online and The Sun.co.uk. More than 120 regional newspapers also carried the press release and video. As a result, during Recycle Week, CPI's communication team

put our messages in front of more than 17 million UK consumers.

Additionally, in the latter half of 2018 CPI is turning to social media. We have confirmed the participation of a well-known blogger, Zanna van Dijk, who has 238k followers on Instagram and who will post on behalf of Beyond the Box after she completes filming for the BBC. Engagement with a series of 15 'micro' influencers is now complete and has proved effective, reaching a further 264k social media followers that have a declared interest in the environment.

One of the key lessons for CPI this year has been that an approach to the consumer is so very different from the previous approach to the brand owner customer. An approachable, attractive brand identity has been essential to establish ourselves as a reputable, compelling source of information.

Over the year the messages have reached more than 36 million consumers, or 75% of the adult population. This marks a new and important direction for CPI, which we will continue into 2019.



Influencer educating mummy teaching her son how to sort out packaging in the bin

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# Fruit & vegetables packaging has a direct impact on purchasing behaviour

In October 2018, Carton Ondulé de France (the French Corrugated Board Association) released the results of a study carried out with Négosciences (a consulting firm specialising in neurosciences applied to business) to understand the role of packaging and its impact on customers in the fruit and vegetable area.

"The study shows that customer behaviour is influenced by packaging. This is already proven for shelf displayed packaged products, but it is a new finding for self-service products, and more particularly for fruit and vegetables. Corrugated board offers an unparalleled and sustainable customer experience!" This is the conclusion of Kareen Desbouis, Managing

Director of Carton Ondulé de France.

**Packaging may go unnoticed in the fruit and vegetable section**, but it still has a powerful impact. The study found that 95% of customers interviewed did not notice the packaging used to display fruit and vegetables. However, the study showed that packaging has a clear impact on the customer experience, depending on its type or if absent completely.

**The first indicator, the type of packaging, has a direct influence on the time spent in the section:** a customer spends between 17% and 50% more time in front of fruit and vegetables if they are displayed in corrugated board trays rather than in plastic crates or without packaging at all.

The second indicator, "**coverage rate**", is a measurement of the surface area explored in the section. This rate is

identical, whether fruit and vegetables are displayed between stainless steel separators or in corrugated board trays.

However, when fruit and vegetables are displayed in corrugated trays, customers **cover 51% more surface area than with plastic containers**. Corrugated trays have a 35.9% coverage rate compared with only 23.9% for plastic crates.

"Precise scientific methods were used to identify and quantify the potential impact. Visits to the fruit and vegetable section are longer and more exploratory when shelves contain corrugated board trays. This is the real added value of our packaging", explains Bertrand Arnault, President of Carton Ondulé de France.

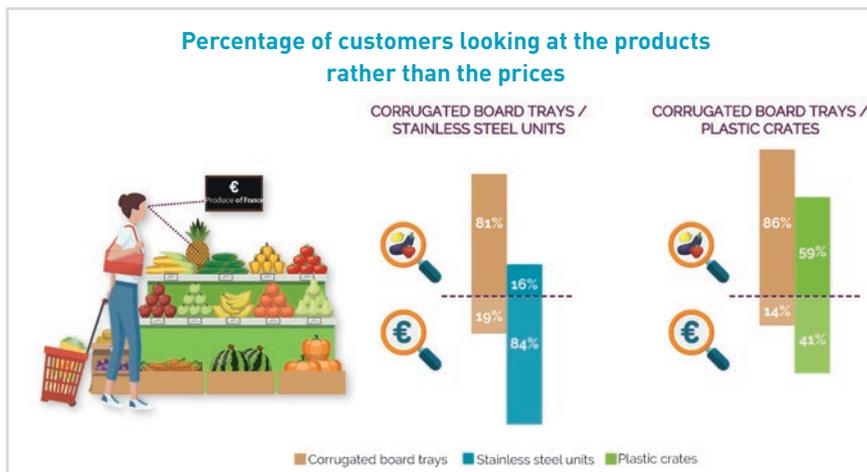
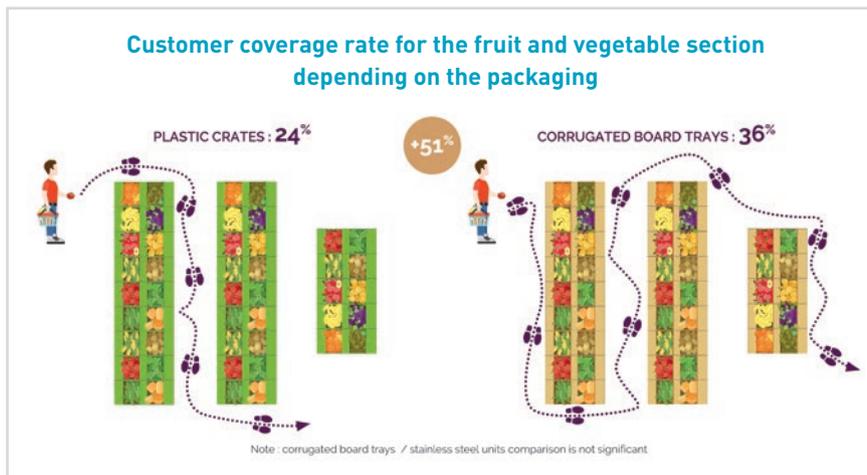
**Fruit and vegetable packaging has a direct impact on buying behaviour.**

The difference between a pleasurable purchase and an "obligatory" purchase, where only price matters, comes down to interest in the product. **The results are clear. In two tests, 81% and 86% of customers showed an interest in the product rather than the price when fruit and vegetables were displayed in corrugated board trays.**

**These figures drop to 59.2% when plastic containers are used as packaging and 15.5% for products displayed without packaging in stainless steel separators.**

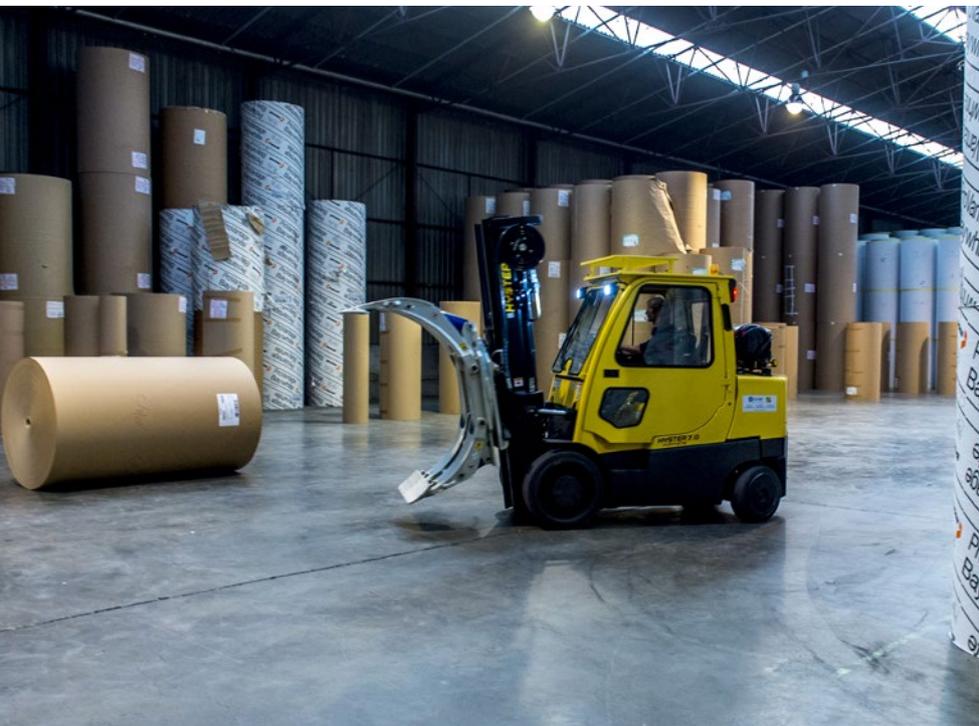
Corrugated board trays lessen interest in the price: 65% in relation to plastic crates, and 77% in relation to stainless steel separators.

**Finally, the study reveals that the number of customers buying fruit and vegetables increases between 13% and 16% when they are presented in corrugated board trays rather than on stainless steel shelves or in plastic containers.**



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# Corrugated companies are stronger and safer together!



Mobile equipment, storage area

**Health and Safety is of utmost importance for the corrugated industry. Companies are continuously devoting energy, resources and effort to improve safety in the workplace. Nevertheless, accidents still happen on corrugated sites. Experience shows that good cooperation between companies and associations can drive safety efforts even further and bring better results.**

In 2016, FEFCO established the Health & Safety Committee to support FEFCO members in their efforts.

The overall goal of the Committee is to reduce accidents and make corrugated plants a safer working place. The Committee is a platform where member companies can exchange information and best practice, discuss specific issues and act on them, and where regular and targeted communication is shared for the benefit of all members.

The Chairman of the Committee is Stefan Buchner, Smurfit Kappa Deutschland. Members come from different corrugated companies and national associations, all committed to contributing to and driving improvements at European level.

#### **Committee members**

Stefan Buchner – Chairman (Smurfit Kappa), Virginia Fernandez (SAICA), Sabine Nellen (Mondi), Andrew Braund (CPI, UK), Peter Van Ostaijen (CBA, NL), Marco Maguina (DS Smith), Richard Lancaster (VPK).

“The health and physical integrity of our employees is our common goal. We exchange experiences and good practice between the companies in our industry to create a safe working environment for our employees. We want to demonstrate this approach internally and communicate externally that the corrugated industry is a safe industry. Everyone who would like to help us achieve this is very welcome.”



**Stefan Buchner**  
Chairman of the Health & Safety Committee  
Smurfit Kappa Germany

“Safety programmes are broadly accepted in our industry. We are proud of the results achieved, but we stress the importance of continuous improvement. After all, one accident is one too many. One goal: zero accidents!”



**Peter van Ostaijen**  
Secretary General  
Corrugated Benelux  
Association (CBA)

“To work with Health & Safety is like riding a bike, if you stop pedalling you fall over!”



**Sabine Nellen**  
H&S Manager Mondi  
Group

The work of the Committee focuses on several areas:

### Safety statistics

Data collection was initiated in 2017 to offer participating companies an opportunity for internal corrugated industry benchmarking. Data for the period 2011-2016 covered 76% of the plants, which was an excellent start to the project.

Committee members **discuss and exchange information on accidents** during the meetings, which enormously broadens the experience base and allows for sharing expert views on unsafe situations and remedial actions. This exchange is highly valued by all committee members.

### Good practice

This is one of the best learning tools in efforts to prevent accidents and sharing local experience can benefit all members. The Committee prioritised the highest risk activities and will soon make available two good practice guidelines: "Working on a roof" and "Working with conveyors". Further good practice examples will be developed based on accident evaluation and risk potential.

### Machine safety

This is a crucial element in accident prevention at corrugated plants. Working on a machine creates high risks and potential incidents that can have devastating consequences. At the same time, machine incidents could be prevented by designing, installing, operating and maintaining a safe machine.

**The Committee initiated discussions with machine suppliers**, inviting them to the meetings and opening the possibility for improved communication from both sides. In addition, members are preparing practical advice to support plants when purchasing and installing machines.

### EU Health and Safety legislation

This is an extensive list of laws, which the Committee has made available to members to increase awareness and to provide an easy reference for those working with health and safety.

FEFCO Health & Safety Committee believes that we are stronger and safer if we act together!



“ Health and Safety is of paramount importance to DS Smith - we aspire to be a company that ensures Zero Harm to everyone who works on our sites, and anyone affected by our activities. We are proud to be part of the FEFCO H&S Committee and its positive impact on our Industry's H&S performance. ”



**Marco Maguina**  
HSER Director  
DS Smith

“ The health, safety and welfare of our employees shall be our top priority at all times ranking ahead of production, quality, costs and service. ”



**Richard Lancaster**  
Grad IOSH, MIIRSM  
Group health and safety manager  
VPK Packaging Group

“ We still have a long way to go in terms of Health and Safety in the industry. However we must not forget to look back from time to time to see what we have already accomplished! ”



**Virginia Fernandez Hee**  
Saica  
EHS Director SAICA  
Pack France

“ The prevention of fatality, injury and work related ill health is the foundation and driving force for everything we do in the industry. We can all make boxes and packaging, the challenge is to make them without injuring or causing ill health to anyone on our sites. ”



**Andrew Braund**  
Director of Health and Safety  
CPI - UK

# “Safety Checks” for continuous improvement of health and safety

Peter van Ostaijen, Secretary General of the Corrugated Benelux Association (CBA), is reporting about the "Safety Checks programme" which is a unique cooperation regarding health and safety between companies in the paper and board industry. A Safety Check is a one-day company visit, conducted by two experienced safety experts from another company in the paper, corrugated or board sector. During a Safety Check, the safety experts provide the company being checked with advice based on observations during their plant tour, interviews and document reviews. Being from another company they see more. With this "quick scan" the expert team reflects on the situation that they have observed during the day and with their advice they help the company to reach the "next level" in health and safety.



Keeping the workplace safe

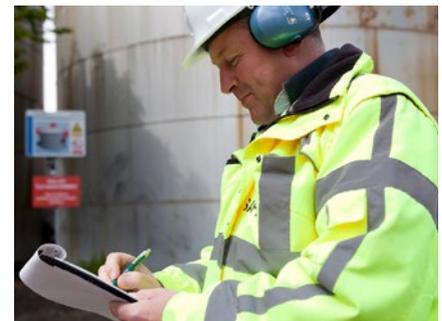
Corrugated Benelux Association has been working on safety programmes for many years. CBA cooperates with VNP (paper), Kartoflex (board and flexibles) and the trade unions. We all share tools, knowledge and events via a common platform called "Verbond Papier and Karton" (paper and board alliance). This entity is supervised by a board which decided years ago that "there should no competition on safety matters".

The Safety Checks are highly appreciated by all companies involved, because these checks facilitate transfer of knowledge between our companies. A company receives advice from a specialist who is active in a similar situation, with similar machines and equipment and (often) similar safety issues. During the one-day visit there is no pressure, since companies are free to accept or reject the advice offered. The Safety Checkers write down their findings in a report for the visited company, but there are absolutely no ratings or sanctions involved.

For Safety Checkers this is an opportunity to learn from other companies' good practice. Participating as a safety checker is also a way to improve communication skills, since a manager of a company being checked can be critical and ask for facts and explanation before accepting a finding. Safety checkers meet every year during an annual event which is organised by Verbond PK. During this event we exchange experience and facilitate insights for everyone involved.

Parties involved are enthusiastic about the Safety Checks. They agree upon confidentiality and the structure of Verbond PK provides all parties involved with guidance, planning and alignment. Since all companies participate in the Safety Checks, they have been able to organise the visits without the safety specialists having to invoice each other for any costs. In principle every company is visited at least once every two years.

With the Dutch Health and Safety Authorities all parties have agreed to receive a minimal number of visits and government inspections, as long as they sustain their own initiatives such as the Safety Check programme. CBA's intention is to continue this successful initiative of Safety Checks with its members as a way to continuously improve joint efforts.



#### For additional information contact

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Corrugated Benelux Association (CBA)



FEFCO WORKSHOP – 20 SEPTEMBER 2018

## Corrugator: the heart of our business

The FEFCO one day workshop took place on 20 September 2018 in the Van der Valk hotel, Brussels airport.

This year the Production Committee focused on the **“Corrugator: the heart of our business”** from a technical perspective. The event attracted 118 attendees, providing a good balance between corrugated manufacturers and suppliers.

The day featured presentations from the main corrugator suppliers, BP Agnati, BHS, BW Papersystems, Fosber and Mitsubishi. They all shared ideas and perspectives over new developments and possible retrofits to existing equipment, which provide longer maintenance windows and improve performance and reliability.

To run a corrugated machine you need raw materials, paper and starch being the largest in terms of volume. Participants heard an inspiring speech from Peter Gerard, Smurfit Kappa Group who explained the challenges facing paper producers and his thoughts on the way forward. A special focus of interest for all participants was moisture content, which changes over time in storage and transport.

Stefan Schroder from Crespel & Deiters explained the essence of starch as a material and how to effectively control the starch operation on the corrugator.

Steve Parr from Smurfit Kappa showed the audience the added value of predictive maintenance to improve the reliability, maintainability and uptime of the corrugator operation. Diego Comparied, Saica, elaborated on the opportunities that arise if you upscale the control of the corrugator by moving from manual to automation.



Speakers of the Corrugator session (left to right: Fosber, BHS, BP Agnati, BW Papersystems)

The FEFCO workshop provided an excellent overview of what is available on the market and what the future may bring.

Participants appreciated the workshop and look forward to attending the next edition.



**The FEFCO Technical Seminar has built up a solid reputation in Europe and beyond over the course of more than 30 years. It is the not-to-be-missed European Corrugated trade show and conference!**

The last event in 2017 was a huge success with a record attendance of around 1,000 participants from 40 countries, 126 stands and 87 exhibitors. Exhibitors came to showcase their latest innovations in machines, products and services to a high-level audience of decision makers from the corrugated board industry.

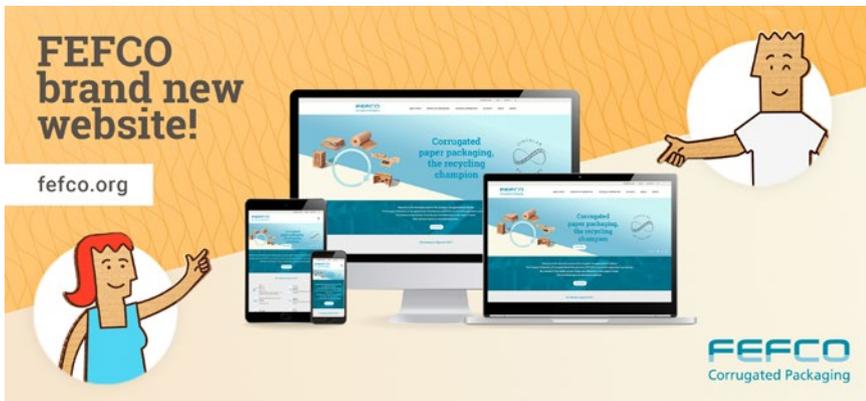
In 2019 Palexpo in Switzerland is the chosen destination, right next to

Geneva International Airport, making the event very easy to reach.

The theme will be **“Mastering our processes”**. The programme will tell the story of a box, from customer order, through to construction, planning, corrugator, converting, logistics and finally e-commerce.

The event website is already online and will be updated regularly so don't forget to check for the latest news regarding accommodation and the programme.

Registrations will be open early February 2019.



FEFCO is proud to present to you a brand new FEFCO website. You will find new and updated content in a fresher look which is fully in line with the look and feel of the FEFCO campaign activities. We have also included features that make the new web site easier to use and navigate.

The FEFCO site offers you technical publications, press releases, events, but also short and easy to digest information on the main benefits of corrugated.

A totally new feature is a Corrugated map of Europe with member companies' locationlocation. FEFCO will soon create another map with the Sympathiser locations.

Other new items are blogs, as well as simplified access to the FEFCO committees and event archives in the members area.

FEFCO hopes you enjoy this new tool and that you will find the time to discover new content and appreciate the experience. If you have not yet done so, please create a backlink to the FEFCO site from your own site. This will further increase the visibility of our industry!

**Please visit the new FEFCO site at:**

[www.fefco.org](http://www.fefco.org)

Password for the members' section remains unchanged.



On 20 November FEFCO participated in a Stakeholder Forum organised jointly with Euractiv on the theme of **Packaging in e-commerce: roles, responsibilities and best practice**. The panel was composed of key representatives from the EU, e-commerce, business and the Corrugated Industry.

Discussions centred around the following topics:

- Can packaging facilitate the growth of e-commerce?
- Is 100% recyclability of e-commerce packaging achievable?

- How are consumers influencing packaging developments? What is the role of consumer incentives?
- What is the definition of "appropriate packaging"?
- What role will innovation in the industry play?

For the full report and video of the event, please visit <https://events.euractiv.com>, the FEFCO website and all social media channels.

## Events

### FEFCO and Members events

Save the date!

#### FEFCO Technical Seminar 2019

9-11 October 2019

Palexpo, Geneva, Switzerland



#### ICCA/ WCO Global Summit

20-23 May

Palm Beach, Florida

[www.iccanet.org](http://www.iccanet.org)



#### Paperworld

26-29 January

Frankfurt – Germany

<https://paperworld.messefrankfurt.com>

#### Fruit Logistica

6-8 February 2019

Messe Berlin, Germany

[www.fruitlogistica.de/en](http://www.fruitlogistica.de/en)

#### Empack 2019

27-28 February 2019

NEC Birmingham, Birmingham

[www.easyfairs.com](http://www.easyfairs.com)

#### PACE

Packaging and Converting Executive

Forum Europe

13-14 March 2019

Rotterdam- the Netherlands

[www.arena-international.com/pace](http://www.arena-international.com/pace)

#### E-PACK Europe 2019

26-27 March 2019

Berlin, Germany

[www.ecommercepacksummit.com](http://www.ecommercepacksummit.com)

#### Live Retail Week

27-28 March 2019

Intercontinental London, The O2, London

<https://live.retail-week.com>

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