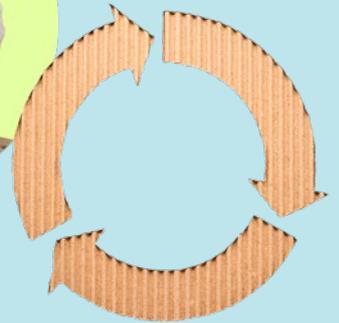


No matter how you choose how to purchase



your **fruit** and
vegetables,



corrugated cardboard
always keeps them **fresh**,
clean, and **safe**.

Editorial



Angelika Christ
Former FEFCO
Secretary General

Dear Reader,
What a metamorphosis FEFCO has gone through in the last 25 years – the same time I have spent in the Corrugated industry! During the late nineties, FEFCO was still

a congress organisation, with occasional studies to be presented there. The lack of sufficient communication work led to the founding of a competing institution called ProBox – a move not really strengthening the industry.

In early 2000, FEFCO moved from Paris to Brussels, after intense discussions on whether political work should be on the agenda or not (!). Unbelievable today. Fortunately, the federation decided that Corrugated needs to be near EU policy makers, so Brussels was the logical choice. As a follow up, FEFCO and ProBox merged, chapter closed.

By mid-2000, FEFCO started to become more professional in two new areas: the political work at EU level by hiring a policy advisor, and the work with retail, in order to outweigh the growth of RPCs in major markets of our industry. For many years following, FEFCO developed standards for F&V trays (CF, CFQ) to have a better standing with the big retail chains. At the same time, FEFCO focused on communication and reached a level that today is outstanding.

Since the late 2000s, FEFCO became more efficient in these new areas, by strengthening at the same time the traditional work for congresses. The Technical Seminar today is a unique and successful event again, serving both corrugated members and the suppliers. The last Summit in Stockholm was an unforgettable meeting under the beautiful Scandinavian sun.

Yes, I am proud on what FEFCO stands for today: credibility with policy makers, efficiency in organising events and congresses and creativity in communication. All of that could only be reached with the support of members and the FEFCO team, whom I would like to thank for their dedication.

The coming years will also bring changes; FEFCO needs to react more to the increasing complexity of EU regulation lately and needs to focus more than ever on policy issues. I wish Eleni Despotou success and all the luck in the world as well as your continuing support! Auf Wiedersehen.

FEFCO Workshop 23 February 2021

Monitoring & Quality Control in a corrugated plant



FEFCO successfully streamed its first online technical workshop, exchanging state-of-the art developments on process technology in the Corrugated Industry.

The technical workshop entitled: 'Sophisticated fortune telling – monitoring and controlling our production processes', attracted over 280 participants and presented up to 20 speakers, with a live audience Q&A.

Eleni Despotou, FEFCO Secretary General opened the event and thanked the FEFCO Production Committee, chaired by Marc Van Damme, for its input for the programme, the speakers, and EFI and Valmet for their support.

The morning session focused on the optimisation of processes in monitoring and quality control of the corrugator, new developments, practical applications regarding paper and board temperature and moisture control, closed loop quality control, innovations in process monitoring, microwave techniques and the latest developments in moisture sensitivity of paper.

EFI Escada believes the future of corrugator process control lies in the use of data.

Aki Leiniäinen, Valmet and Ola Lindberg, Stora Enso delivered a presentation on Closed-loop quality control through online measurements sharing Valmet's decades long expertise in moisture measurement and management from paper and board, available to corrugated manufacturers with a local presence throughout Europe.

Valmet's IQ - Automated Quality control system with online moisture, temperature and warp measurement works together with fast actuators and current process controls to reduce waste and increase productivity," said Leiniäinen.



The work we have done and continue to do with our data analysis tools is to help adapt the use of Profile as a proven process control solution for the corrugator," said Ben Young, senior product specialist, EFI/ Escada, who presented the topic 'Corrugator Process Control - The Use of Data'.

Ben Young EFI/ESCADA

"Heat is only for bonding the glue and not controlling the warp," added Lindberg. "Making corrugated board is not simple work, it is a life mission that never ends. Corrugator is not an evaporator."

Klaus Lücke, Klingele, gave the point of view of a corrugated producer, and his presentation discussed how putting process and quality control on your machine can make the corrugator run

faster. His presentation also disclosed some of the obstacles.

Thomas Murr explained how BHS has developed a number of products for controlling and checking the Corrugated process to improve production.

He stressed that: "Each process monitoring system needs to help you improve your OEE. If not, forget the system". He suggested improving the performance of the corrugator by analysing unused performance potentials, and avoiding paper jams due to unbonded board".

According to him, "Zero Defect System 2.0 makes this possible, monitor the process of slitting and scoring through Board Dimension Control (BDC) and digital print will offer opportunities which were once unthinkable".

Klaus Lücke added: "You need to put systems on your machine to make your corrugator run faster and this in turn makes things easier for your operator," he then went on to talk about how to implement the systems and the main challenges.

Andre Tews, Juergen Bäuml (TEWS) & Łukasz Nęcki (VPK) talked about microwave techniques for moisture and density measurement. This was followed by the latest research on moisture sensitivity of paper by Astrid Odeberg Glasenapp, Johan Alfthan, Sofia Sandin and Carl-Magnus Everitt from RISE.



Moisture measurements for example with microwave technique gives the unique possibility to measure moisture, not just on the surface, but through the whole corrugated board.

Andre Tews, CEO & technical director, TEWS

According to Tews, with microwave technology the total moisture content of the whole corrugated board can be measured during corrugated board production and the device can measure, not just on the surface, but through the whole corrugated board.

"Research is contributing to a deeper understanding of the behaviour of paper and corrugated board related to moisture. As our understanding increases, more effective countermeasures for example, on warp can be taken," added Glasenapp.

FEFCO WORKSHOP

Sophisticated fortune telling
monitoring and controlling our
production processes



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During corrugated board production, failures can happen where the board is becoming warped. RISE is developing ways to prevent this and to understand what the underlying causes are. One way RISE is doing this, is working on the digitalization of the corrugated board value cycle, and calling for more collaboration between paper, corrugated board and machine suppliers, which in turn can lead to better quality products.



Digitalisation of the corrugated board value chain is leading to better products and a stronger market position of the corrugated board industry.

Carl-Magnus Everitt, senior research associate, RISE

The biggest challenge for corrugated board boxes is that they lose a lot of strength when moist and under compression. This

FEFCO would like to thank the main Sponsor of the event for its contribution and support.

efi EFI Productivity software is a class-leading portfolio of sustainable manufacturing solutions purpose-built to enhance productivity, reduce waste and optimize all configurations of Corrugated manufacturing and converting plants. Our integrated portfolio features full MIS / ERP, Escada Closed-loop control systems, Roll stock management, Corrugator trimming, machine data collection, shipment planning + much more.

<https://go.efi.com/escada-corrugator-control-systems.html>

property can now be measured quickly, whereas before, it took weeks or months, now it can take minutes.

The afternoon workshop highlighted developments in monitoring and quality control for converting machines. Print inspections and print control on the converting machines, inline inspection on folding quality and gap control and the loss of compression during the converting process.

According to ISRA VISION, print defects have different causes and consequences.

In the case of some defects, the faulty material must be rejected as quickly as possible, others are terminated by minor corrections in the production process, and still others may even be acceptable and still be a saleable product.



Many thanks to all of you, the companies and speakers who shared their innovations and technical expertise and to the FEFCO Secretariat, you all made this event possible. This was a successful but challenging new concept!

Marc Van Damme, VPK Packaging - Chair of the Production Committee

Amir Dekel said "CartonSTAR offers tools for extensive defect classification, to take the right steps in quality inspection."

Mirko Klepsch gave an insight into print monitoring with Klingele Paper and Packaging Group where it explored the root causes for defects found on converting machines.

Tomasz Garbowski, FEMAT, went on to discuss how to control the crushing of corrugated board during the converting process. "Crushing of corrugated board occurs during converting processes such as die-cutting, stamping, printing, and lamination," he said. "Crushing is hard to avoid, but it can be understood, controlled and precisely measured. A rapid assessment of the amount of crush is possible, e.g. by using SST (shear stiffness test) and a deep insight into corrugated board crushing is possible by employing our BSE System."

Finally, Dave Swedes and Mat Garner, Valco Melton talked about the gap control of FFG (flexo printer & folder gluers). "Maintaining consistent and correct manufacturer's gaps on corrugated cases is increasingly critical to large consumer goods customers with automatic case erectors," said Melton. "ClearVisions GapChek camera system offers the opportunity to inspect all gaps in a stack and remove out of specification boxes. GapChek also monitors whether the machine is producing gaps that are statistically in control and provides feedback that operators need to centerline machine folding to produce gaps to the target value."

A big thank you to the FEFCO Production Committee members who worked hard to make this event happen.

- Klaus Lücke - Klingele
- Łukasz Nęcki - VPK AQUILA
- Astrid Glasenapp - RISE
- Marc Van Damme, VPK Packaging Chair of the Production Committee

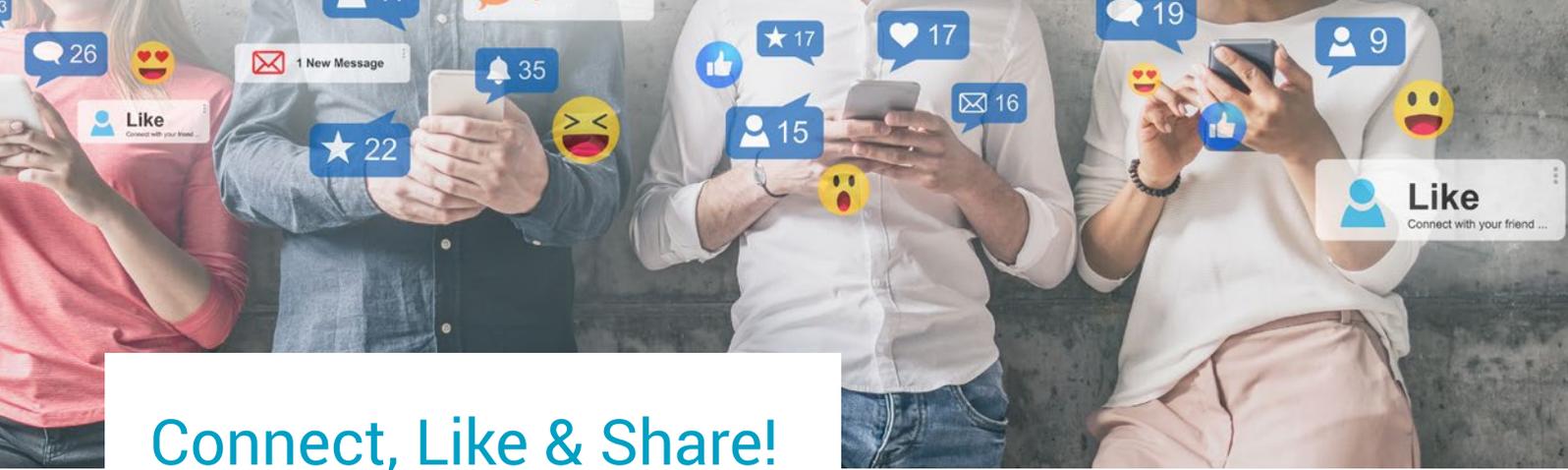
FEFCO would like to thank Valmet for sponsoring this event and for its contribution.



Extend from traditional process controls to online quality management. Temperature, moisture & warp measurements, together with the machine- and cross-directional multivariable control enable you to reach your quality targets instantly.

With the Valmet IQ Moisturizer's air-water spray technology, you keep the sheet flat in all the process conditions. Machine vision with the Valmet IQ Warp Measurement ensures the final quality. Take a huge step forward in the corrugator performance and production efficiency.





Connect, Like & Share!

FEFCO is delighted to see that an increasing number of national corrugated associations, and members are already active on social media. This gives the industry a fantastic communication platform and allows our sector to enhance its visibility and to share some excellent content to a variety of target audiences.

So, what could we all do?

First, follow each other on all channels, then we could even go a step further by motivating all actors, employees within our sector, suppliers, customers, and relevant stakeholders to join the club! National European corrugated associations have together more than 40,000 followers, but this number increases to more than one million for companies and large groups in the corrugated sector.

The corrugated board industries presence online could even be boosted by the active sharing and disseminating of one another's activities and now is a time to engage more than ever before. Only then can we operate as one big voice together.

To facilitate your experience online, FEFCO has created some lists on Twitter that you can monitor. You can click on the FEFCO Twitter profile, and search for pre-set lists in the menu on your left (or from your phone click on the three dots on the top right). Access to these lists is accessible to all, you can follow them or occasionally look at the content, here are some examples of useful lists: EU Press, EU institutions, Circular Economy stakeholders, Corrugated manufacturers and its suppliers, trade press and much more. If you click on them, you will immediately see a selection of highly relevant tweets.

Did you know that the following associations have an account on the

following channels? We call on you to follow them today! You will be able to engage with industry campaigns, find useful information about the industry, download new surveys and reports, see trends in packaging and the latest news from your sector.

Here are some recent examples of what's happening within the sector

AFCO highlighted a survey by Europa Press showing that 30% of consumers would be willing to pay more for sustainable 'packaging' in their online purchases, according to data by Aecoc Shopperview, which shows 7 out of 10 consumers want packaging to have a minimum impact on the environment, including interior protectors.

GIFCO posted on FaceBook the results of a survey conducted by AstraRicerche for Comieco, the National Consortium for the Recovery and Recycling of cellulose-based packaging, claiming cardboard wins the challenge of e-commerce and sustainability.

CPI UK, is reminding its followers about the benefits of recycling Pizza boxes!

VDW is sharing its "machsflach" campaign

getting into the habit of flattening old corrugated boxes before putting them into the recycling bin and Carton Ondulé de France is also promoting this campaign on its Twitter account.

On 8 March OMÜD wished its members a happy International Women's Day and thanked them for their hard work, patience and effort in an eye-catching animation showing women from the industry at work.

CBA Golfkarton recently highlighted the benefits of recyclable corrugated fruit and vegetable punnets that can be a perfect sustainable packaging option.

SPPPapiernicy shared an article showing how packaging companies have taken steps to find solutions to the challenges posed by the growing demand for e-commerce!

Many of the associations are also actively sharing the content of FEFCOs campaigns, which is highly appreciated and FEFCO would like to thank its members for this.

As you can see, each of these channels and accounts have their own specific agenda and there will always be news for you to engage in!

Twitter: @AFCOes, @CartonOnduleFR, @CBAGolfkarton, @Confedofpaper, FEFCO, @omudorg, @propak_at, @SPP_Papiernicy, @VDW_eV

LinkedIn: AFCO-es, Corrugated Benelux Association (CBA), Confederation-of-paper-industries, GIFCO gruppo-italiano-fabbricanti-cartone-ondulato, FEFCO, OMÜD, Propak-austria

Facebook: aaltopahvi (Finland), Corrugated Benelux Association (CBA), Confedofpaper (CPI UK), ForumWellpappe Austria, FEFCO, GIFCO (gruppo-italiano-fabbricanti-cartone-ondulato), Omudorg (Turkey), SPPPapiernicy (Poland)

Instagram: cartonondulefr, circular_corrugated_cardboard (FEFCO), die_wellpappenindustrie (Germany), wellpappe_austria, gifco_it, omudorg, spp_stowarzyszenie (Poland)

EU Affairs Update

The Circular Economy Action Plan, and in particular the review of the Packaging and Packaging Waste Directive, remain a major priority for the corrugated industry. As the work continues, FEFCO is actively engaged to defend the interests of its members. E-commerce continues to be a key theme and is a major growth segment for corrugated.

Chemical Strategy for Sustainability

As part of the Green Deal, published on 14 October 2020, the European Commission set out a long-term vision for the EU Chemicals Strategy for Sustainability - towards a toxic-free environment. The Commission aims to innovate safe and sustainable EU chemicals; Achieve safe products and non-toxic materials cycles; follow Zero tolerance for non-compliance and set an example for global management of chemicals. The strategy is certainly environmentally friendly in terms of the outlook for the future but will impact all aspects of life and business.

In order to achieve the objectives, the Commission is planning to regulate substances of concern in consumer products; ban hazardous substance or group of substances, and only allow essential uses. The essential use concept is still to be defined and is a major issue for the entire industry as it will introduce a totally new approach towards chemicals and mixtures, as well as intermediate and final products. A new 'one substance, one assessment' approach will be suggested, which will stimulate more exchange and coordination between the agencies and ensure there is one assessment per substance. The issue comes from the approach targeting hazard assessment, which will bring a major change for food contact materials. This could mean that consumer products might be banned from the market due to the presence of a hazardous substance. The food contact materials currently apply a risk-based assessment approach, which is more complex and incorporates a hazard assessment. FEFCO together with other

industries are advocating to defend this approach.

Product Safety

The Commission has finally started the review of the Framework Regulation on food contact materials and articles. FEFCO participated in the consultation on the Inception Impact Assessment and will provide a response to the public consultation expected in the spring. The review will have a major impact on corrugated, as corrugated packaging is widely used in food contact applications. The EU legislation on food contact applies to both direct and indirect contact and the introduction of the new approach for "one substance one assessment" is expected to have a major impact on the whole supply chain. The proposal is expected to be adopted by the Commission in Q4/2022. FEFCO is actively engaged and working together with the value chain to defend the interests of the paper & board industry.

Food Contact Guidelines for Paper & Board

These Guidelines are developed by the industry for the industry to support the efforts of the companies to ensure compliance with the legal requirements and bring safe products into the market in the absence of an EU specific measure for paper and board. The document was published in 2019, a corrigendum is now available on the FEFCO website reflecting the latest changes.

Circular Economy Action Plan

The Commission continues to work on the actions, and we expect to see a proposal soon for the Sustainable Products policy and Green claims. The Green claims legislation will regulate the basic information on which sustainability claims can be made. The expectations are that it will be largely based on PEF (Product Environmental Footprint). FEFCO is one of the pioneers performing LCA and reporting on the Carbon footprint for corrugated

packaging. The next update of the FEFCO/CBB LCA database is underway with results expected at the end of 2021.

This new legislative development will significantly impact the data we collect and the reporting of carbon emissions.

The EU work on the review of Packaging and Packaging Waste continues. FEFCO is actively involved in the workshops organised by the Commission and defending the interest of corrugated. One focus is e-commerce which is key for us, as this is a major growth segment for corrugated. Another focus is transport packaging, again this has an impact as corrugated is mostly used as transport packaging. Overpackaging is a big concern and several proposals are being discussed on how to regulate and reduce overpackaging. FEFCO and the value chain advocate for "fit for purpose packaging" and proposed a new definition to the Commission.

The preventive measures expected to be proposed by the Commission are also a key issue for packaging in general, as they may result in restrictions for some single use packaging applications. FEFCO closely follows the developments at EU level and is building up its advocacy strategy.

The European Parliament has just published a report on the Circular Economy Action Plan where it urges the Commission to: establish binding 2030 targets for material use and consumption footprint; propose product-specific and/or sector-specific binding targets for recycled content; broaden the scope of the Ecodesign Directive to include non-energy-related products; introduce measures against greenwashing and false environmental claims; champion the EU Ecolabel as a benchmark for environmental sustainability; and strengthen the requirements on packaging and single use. FEFCO is proactively safeguarding the interests of all corrugated industries and working with members to reinforce the position of the industry at EU level.



AFCO campaign in Spain: much more than you imagine

AFCO launches a campaign with leading FMCG companies that recognise cardboard as an essential ally for their businesses.

The Spanish Association of Corrugated Cardboard Packaging Manufacturers (AFCO) has launched a campaign to raise awareness of the role of cardboard as a strategic material for industry and distribution, thanks to video testimonials from FMCG managers who choose cardboard in their companies' packaging.

Under the slogan "[much more than you imagine](#)", the initiative has managed to bring together the voices of five executives from leading companies such as **Lidl**, **Leroy Merlin**, **UPS**, **LG** and **Iskaypet** who explain the solutions that the cardboard box brings to each of their businesses with real examples of success in the areas of logistics, marketing, operations or sustainability.

A 100% digital campaign

In addition to the campaign's own website (afco.es/muchomasdeloqueimaginas), AFCO has published content on its social media profiles: **Twitter (@AFCOes)**, **LinkedIn (AFCO)** and **Youtube (AFCO)** as a platform for its dissemination, and has accompanied the initiative with an ambitious media plan that has achieved a high impact and high number of views.

This result has been enhanced by the collaboration of the companies involved in the campaign themselves, promoting the information in their internal and external communication tools, amplifying

the impact and demonstrating their firm commitment to cardboard in their business strategies.

Cardboard values for companies

With a seemingly unobtrusive profile, **cardboard presents itself as the most modern and sustainable packaging alternative**. Five executives from different departments of leading companies explain why they choose it:

It is a guarantee of safety

Jesús López, director of packaging and branding at Lidl, comments on how important it is for his company to maintain the freshness and guarantee the safety of all Spanish fruit and vegetables exported to more than 30 countries. "For Lidl, the agricultural cardboard box guarantees an optimal solution for distribution and marketing."

It is a marketing tool that influences the shopping experience

For Miguel Ángel Fernández, LG's general marketing manager, "every detail is important to generate bonds and transmit emotions. Our customers demand products and packaging that are aligned with our brand values. It is the first physical contact with the brand, and the carton contributes to our communication and becomes an important part of the shopping experience."

It is logistical value

Pedro Reinaldos, Iskaypet's logistics director, assures that "in cardboard we have found an ally of high logistical value,

as well as a tool to convey emotions to owners and pets".

It is commitment and sustainability

Rodrigo Salas, director of Communication, Identity and Responsible Business at Leroy Merlin points out that "choosing a renewable, recyclable and biodegradable product such as cardboard for the containers and packaging of the products we distribute at Leroy is an example of our commitment to sustainability and the environment".

It is versatility and reliability

Good cardboard packaging allows a multitude of sectors and industries to export with total peace of mind, ensuring that their goods arrive at their destination in perfect condition.

Alfredo Echevarría, UPS Customer Marketing Manager for Spain and Portugal points out that "in the UPS network we move 3% of the world's GDP and help our customers export to more than 220 countries and territories, and we do it with cardboard packaging because it offers versatility and reliability".

Cardboard has inherent characteristics that provide differential value and favour strategies based on efficiency, sustainability and communication. As the campaign claim says, **a cardboard box is much more than you imagine**.

If you are interested to know more, please contact Patricia Vallejo-Nágera at: pvallejo@afco.es.

FEFCO activities

Eleni Despotou becomes FEFCO new Secretary General



FEFCO is pleased to announce the appointment of Eleni Despotou as the new Secretary General by the Board of Directors.

Eleni started on February 2021, replacing Angelika Christ, FEFCO Secretary General since 2007, who retired.

Eleni has an in-depth knowledge of the European Union Institutions and Industry Associations with a long-standing experience of more than 20 years in association management and public affairs. Before joining FEFCO, she held a number of positions of responsibility in various industries including energy-intensive, renewables and minerals.

Over the years, Eleni has gained extensive expertise on Climate Change, Energy, the Circular Economy, Sustainability, Innovation, Industrial Policy issues and the Green Deal. She has participated in many expert and high-level groups of the European Institutions and holds a BSc in Mechanical Engineering, a Bachelor and Master's degree in Political Sciences and is currently pursuing a MSc in Global Energy and Climate Policy.

The FEFCO board will support Eleni to strengthen FEFCO's position on the

Brussels scene and to continue raising awareness about the importance of the Corrugated Board industry among its key stakeholders.

She has already started to assess FEFCO's work and missions, and to work on a vision for the Secretariat and the sector. This consists of a revision of the missions, objectives, and by putting together an action plan aiming to effectively defend corrugated industry interests.

Retirement of Angelika Christ

On 31 January 2021, Angelika Christ, FEFCO Secretary General since 2007, retired. The FEFCO board is grateful for the many years of dedication in serving our industry with the utmost professionalism and for her contagious passion, motivating the team and its members thanks to her solid strength in supporting the corrugated cardboard industry and its positive contribution to society.

In a world full of rapid changes, she was a trusted, and esteemed head of the association and she will leave an undeniable presence on FEFCO.

We thank Angelika for her outstanding achievements over the years and wish her a well-deserved and serene retirement.

FEFCO Events

Sophisticated fortune telling – monitoring and controlling our production processes'

The Workshop Replay and presentation are accessible to all FEFCO members following this procedure:

1. Connect to the event platform at <https://registration.fefco.org> and use your usual credentials to sign in.
2. Click on the "Workshop banner" at the top.
3. Click on "Workshop presentations" to see these in PDF format.
4. Click on the "Open Replay" link in the "Event Replay" box.

FEFCO Technical Seminar 2021
20 - 22 October 2021 at Bella Centre in Copenhagen. **Please save the date and join us in Copenhagen!**

Other Events

Drupa – Virtual Event
20 - 23 Apr 2021
Dusseldorf, Germany
www.drupa.com

Fruit Logistica - Special edition
Meet on site connect online
18-20 May 2021
Berlin, Germany & online
www.fruitlogistica.de/en

Deliver
The European Rendez-vous for e-logistics
Digital 8-9 June 2021
Amsterdam 6-7 October 2021
www.deliver.events



Bella Centre Copenhagen
20-22 October 2021

FEFCO is pleased to announce that the Technical Seminar will take place on 20-22 October 2021 at Bella Centre in Copenhagen.

As mentioned in January, it will be a physical event. Nevertheless, if the situation does not allow for this, it could be converted into a hybrid event, meaning "live" in-person but on a smaller scale and with a virtual component.

The FEFCO Production Committee has confirmed the title of the conference: **"Towards intelligent manufacturing – the digitalisation of the corrugated industry"**.



SAVE THE DATE

FEFCO Summit

18-20
MAY 2022 | NH Collection Barbizon Palace Hotel
AMSTERDAM

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