

Produced by the

European Federation of Corrugated Board Manufacturers

The highlight of this issue is of course FEFCO's 13th Technical Seminar. Nearly 700 participants attended the event in Nice, on 20-22 April, which also showcased close to 70 supplier companies in a new compact exhibition area.

The programme was focused, yet it provided specialists with specific sessions of interest on topics such as Plant Management, Corrugator or Printing. The conference started with an opening session which featured a brief presentation by Dr. Dermot Smurfit, President of FEFCO, who encouraged the whole industry to defend its image and its product and who underlined the importance of promoting Good Manufacturing Practices. The conference included very high quality presentations in terms of innovations and technical developments.

Based on consultation with the exhibitors this year's exhibits area was set up on one floor, adjacent to the conference room. The new format did meet the objectives, creating good traffic and participation in all elements of the

meeting. The compact structure of the exhibition area also allowed rapid movement of participants between the stands. The Get-Together cocktail reception held at Le Meridien in Nice on Thursday 21 April, and sponsored by Apex Group of Companies was well attended and added some buzz to the whole event.

The next Technical Seminar will take place in April 2007, and preparations are already underway to build on this year's success and make it a not-to-be-missed event for the whole of the Corrugated Industry.

Anne-Sophie Duchene
Communications Manager



Dermot Smurfit, FEFCO President

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> SPECIAL AWARDS

During the 13th Technical Seminar in Nice, FEFCO President Dermot Smurfit and Secretary General Wim Hoebert presented Mr. Jean-Claude Billiet, formerly of Smurfit and Mr. Urs Ernst, formerly of EMPA, both long-serving contributors to the Federation, with a special FEFCO Achievement Award.



From left to right: Jan Svensson, Jean-Claude Billet, Dermot Smurfit and Wim Hoebert

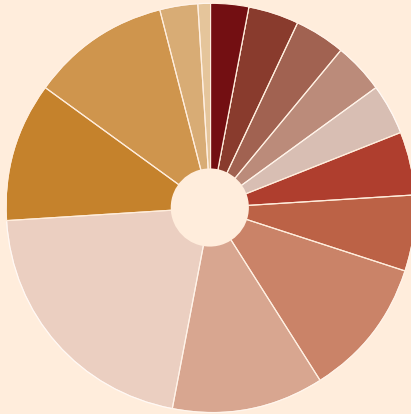


Urs Ernst and Dermot Smurfit

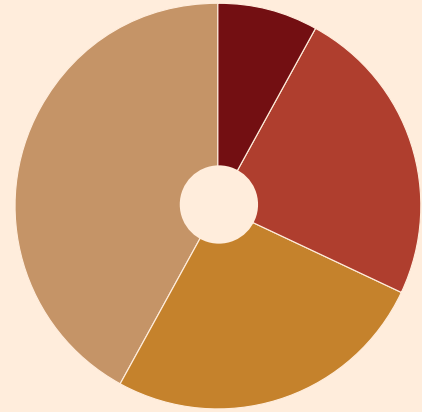
ANNOUNCEMENT: THE 29TH FEFCO CONGRESS WILL TAKE PLACE IN DUBLIN ON 21, 22 AND 23 JUNE 2006

13TH TECHNICAL SEMINAR: PARTICIPANTS PROFILE

The 2005 seminar attracted nearly 700 participants. See below the distribution by country and position:



● United Kingdom	3%	● France	11%
● Spain	4%	● Italy	12%
● Sweden	4%	● Germany	21%
● Switzerland	4%	● Rest of Europe	11%
● Belgium	4%	● Middle-East & Africa	11%
● Netherlands	5%	● Americas	3%
● Austria	6%	● Australasia	1%



● Board member/Chief Executive/President	8%
● General Manager/Managing Director	24%
● Sales & Marketing	26%
● Production/Technical/Purchasing	42%

› FEFCO 13TH TECHNICAL SEMINAR – THE EXHIBITION

Following consultation with exhibitors two years ago FEFCO's Production Committee decided to reduce the display of exhibit booths in order to maintain it on one floor. This appears to have been a successful move.

A few testimonials from exhibitors:

"Good platform for international contacts"

Papierfabrik Rieger, Germany

"Meeting Customers in these days to keep relations going is vital, FEFCO has been the occasion in 2005 to meet the European Corrugated high society"

CUIR CCM, France



"As we just started with a new product in a new sector for our company it was important for us to get in contact with customers and others companies in this sector. So the Fefco 2005 was a good event for this target."

Koenig & Bauer AG, Germany

"Fefco's 13th Technical Seminar was a success for Apex. We made new contacts and discussed new technologies with existing relations. It has been an interesting event, where we made a good decision to sponsor the cocktailparty, an event we enjoyed very much. We want to take this opportunity to thank the organisers for their efforts!"

Apex Europe BV, Netherlands

› SPOTLIGHTS AND AWARDS:

In the category of Best Presentations:



Golden Award goes to Terdeca:

Terdeca 75 years of trading

Silver Award to Kemiart:

Product safety and packaging - case Kemiart liners

Bronze Award to Minda:

Advanced design of load forming robots for high capacity and best stack presentation

In the category of Best Novelty:



Golden Award goes to Bahmüller:

Boxflow Robotic for Speciality Folder Gluers

Silver Award to Signode:

presentation of GCU-8

Bronze Award to Emba:

Experiences from the vacuum slotter

› FEFCO'S 13TH TECHNICAL SEMINAR – THE PROGRAMME

Another result of the survey carried out at the end of the 2003 event was to shorten the length of the seminar to three days, starting late morning on the first day so the 2005 started on Wednesday 21 April with an address from FEFCO President Dermot Smurfit. Amongst a number of quality technical presentations, *Chairman of UMG GmbH Josef Gmeiner's* talk on "Ultrasonic Bonding - A new way to make Corrugated" created quite a stir, and Dudley Underwood's "The Basic Principles of the Flexo Process" was



extremely well received. "A retailer's vision on packaging: How to make packaging efficient for the supermarket" by Alfred Hofman, Intrepid (formerly of EDEKA) and "The Challenges of Corrugator - How to produce quality, How to obtain quality" by *Phil Pinnington, Managing Director, BHS UK*, also captivated the attention of the audience.

A CD-ROM with all the presentations will be available shortly to all delegates.

→ APEX GROUP OF COMPANIES: SPONSORS OF THE 13TH TECHNICAL SEMINAR COCKTAIL PARTY, HELD ON 21 APRIL 2005 AT LE MERIDIEN HOTEL IN NICE.

› COMPANY PROFILE:



Apex develops, manufactures and supplies anilox rolls, glue sets and several products for service and maintenance. Apex is proud to be the market leader in the supply of anilox and metering rolls to the corrugated industry and wants to share its 15 years of experience and knowledge with the customers.

By means of the 3 production facilities in the Netherlands, Italy and North America, Apex supplies over 50 countries worldwide. At this moment negotiations take place to extend Apex' manufacturing possibilities in Asia as soon as possible. Through an extensive network, approximately 70 partners (amongst these are the sales offices in Singapore and in Germany) can be contacted for service and technical printing advise.



Apex is well-known for the independent course to lead the field in **anilox** laser engraving. Unique is the Ultra Melt™ laser technology, a post-treatment technique to provide all laser engraved anilox rolls with a melted layer. Being the innovator in

the anilox roll business, Apex is constantly improving its quality not only through R&D to the laser engraving technologies, but also through developments of the body construction of the anilox roll. Current developments are related to plastic roll constructions. These are being tested to improve the construction and to realize savings on weight and costs.

The latest development in the field of **glue sets**, is the use of modern materials: stainless steel for the glue roll and ceramic for the doctor roll, which creates a longer operating life, less oxidation, greater resistance to damages, reduction of score lines and a lower TIR (Total Indicated Runout). Thanks to the many years of experience, Apex can also be of help in adapting the line count and volume specifications of the glue roll, in accordance with individual requirements. The



newest trend in the field of glue rolls is a higher line count (up to 50 l/cm) for a more consistent application, less warping and glue savings.

Apex is proud to be considered as the right partner to many machine manufacturers worldwide. The reliable products and innovative developments have made Apex also an exclusive supplier to many corporate accounts. Lately Apex is an often invited speaker to several technical forums and seminars.

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→ A WORD OF THANKS FROM THE FEFCO EVENTS COORDINATOR

First and foremost, on behalf of the whole FEFCO Team I wish to thank all of our seminar participants and exhibitors for their support and enthusiasm during the 13th Technical Seminar in Nice.

On a more personal note, I'd like to express my gratitude to a very special group of gentlemen with whom it has been my pleasure and privilege to work with during the past 4 years, namely the FEFCO Production Committee. Thank you all not only for putting together a wonderful and interesting programme,



FEFCO Production Committee

but also for your dedication, energy and sense of humour.

Last but not least, and at the risk of sounding sentimental, a huge heartfelt

thank you to my wonderful team-mates in Brussels who have always encouraged and supported my relentless quest for the perfect federation event.

We look forward to seeing you in Istanbul this September, Dublin next June and course Nice in April 2007.

Soheila Zelli FEFCO
Events Co-ordinator

→ FEFCO ACTIVITIES

FEFCO BOARD VISITS METRO FUTURE STORE

During FEFCO's recent Board Meeting on 14-15 April, members were given the opportunity to visit the Metro Future Store in Rheinberg, Germany. The METRO Group Future Store Initiative is a cooperation project between METRO Group, SAP, Intel, IBM and T-Systems as well as other partner companies from the information technology and consumer goods industries. The initiative is meant



as a platform for technical and process-related developments and innovations in retailing. Within the METRO Group Future Store Initiative, technologies,

such as RFID, and technical systems are tested and further developed in practice to form a pilot project for the retail sector. Nevertheless, however impressive the visit and presentation, practical applications do not yet reach the promises prompted daily by the theory.

→ TIME TO REGISTER TO ATTEND FEFCO'S 16TH MARKETING CONGRESS



In just four months, FEFCO will be kicking off its 2005 Marketing Congress. On September 29-30, attendees from across Europe will be able to experience great networking and enlightening

sessions in a superb setting. This time around we have brought the event forward by a month, and selected Istanbul, a wonderful, but also a very popular destination. Consequently, and unlike previous years, FEFCO cannot guarantee availabilities in the various hotels, especially for the following weekend nights.

If you have not yet registered, and in order to avoid disappointment, we would recommend that you do so as soon as possible. Online registrations are now possible at www.fefco.org and

the absolute deadline for booking accommodation is 3 June 2005.

Also make sure you check out the conference programme, which will focus on "The Courage to Change: The Value of Marketing", and visit the other dedicated web pages for updated information.

If you have any questions regarding this event, please call +32 2 646 4070.

We look forward to seeing you in Istanbul!

"THE COURAGE TO CHANGE : THE VALUE OF MARKETING"

WEDNESDAY 28TH SEPTEMBER 2005

- 14.00 - 20.00 Arrival and check-in at the hotels
- 18.00 - 21.00 **Welcome cocktail** (Compliments of the Turkish Corrugated Board Manufacturers Association - Omüd)

THURSDAY 29TH SEPTEMBER 2005

- 08.00 - 09.00 Arrival and registration at the Cultural Centre
- 09.00 - 09.20 **Opening of the Marketing Seminar**
Mr Akin Paksoy, Olmuksa (Turkey), Chairman of the Marketing Committee
- 09.20 - 09.40 **An Overview of the Turkish Market**
Speaker to be confirmed
- 09.40 - 10.00 **The Story Statistics Tell**
Mr Wim Hoebert, Secretary General, FEFCO
- 10.00 - 10.45 **Inspiring Change, The Future for Smart Sales & Marketing**
Alain Goudsmet, Mentally Fit Institute (Belgium)
- 10.45 - 11.15 **Coffee break** – Visit of the Pan European Designs exhibition
- 11.15 - 12.15 **Good Business Models that Create Value**
Mrs Susan Cantrell and Mrs Jane C. Linder, Accenture Institute for High Performance Business (USA)
- 12.15 - 13.00 **Panel Discussion - Improving Margins on Sales: Who Followed the 10 Commandments on Pricing?**
On stage: Industry speakers will answer questions from the audience

13.00 - 14.30 Lunch

14.30 - 16.00 Workshops: Reuse Vs Recycle: Changing to the Most Efficient Packaging!

- When is RFID becoming a Marketing issue?
- Hygiene & Food Safety: How much better is corrugated?
- Image: Getting the right story to the right people!
- Corrugated Cost and Logistics Efficiency: Do RPCs really have a chance?

16.00 - 16.30 Coffee break

16.30 - 17.30 Feed-back from the different workshops

17.30 End of the first day

20.00 FEFCO get-together Dinner in the Esma Sultan Palace

FRIDAY 30TH SEPTEMBER 2005

09.00 - 09.10 Introduction to second day

09.10 - 09.45 **Corrugated in the Eyes of the Supply Chain**
(speaker to be confirmed)

09.45 - 10.30 **FEFCO 2005 European Corrugated and RPC Survey**
Mr D. Cakebread, Landell Mills (UK)

10.30 - 11.00 Coffee break – Visit of the Pan European Designs exhibition

11.00 - 11.45 **Sharing the Industry's best practices to regain market position for corrugated packaging**
Mr M. Sutton, Chairman of the FEFCO RPC Task Force, IP (France)

11.45 - 12.30 **Tackling the RFID Challenge**
Mr Jan Willem van der Veen, Chairman of the FEFCO RFID Task Force, Kappa Packaging (NL)

12.30 - 12.45 **Conclusion & end of the FEFCO Marketing Congress**
Mr Akin Paksoy, Olmuksa (Turkey), Chairman of the Marketing Committee



For full information, to register for the event and book accommodation and tours please go to our website www.fefco.org

We are happy to inform you that you can now register online to attend the event.

This is the letter that was sent by CITPA in March in response to comments made Bill Gates to a Spanish newspaper on the use of paper.

Bill Gates
Chairman
Microsoft Corporation

In an interview with the Spanish newspaper El Mundo on 21st November 2004, you said that “the use of paper (in books for example) might lead to the disappearance of trees”. You obviously care for the environment and notably for the future of our forests. As benefactor to many noble causes people listen and look up to you, so we were troubled by this statement which shows that you are not properly informed. The facts are that:

- Europe’s forests are NOT DECREASING, actually they are INCREASING every year by an area the size of Cyprus, and each year the forest-based sector SUSTAINABLY HARVESTS only 55% of the yearly growth of wood.

- Wood, paper and board products are made from NATURAL and RENEWABLE resources. Paper is converted into the following SUSTAINABLE products which are also ideal for RECYCLING: packaging (the largest share of the converting business), sanitary and household products, office stationery, wallpaper, books and many more.

- According to the European Commission’s latest data on Recovery and Recycling (2001), paper and board is the MOST RECYCLED PACKAGING MATERIAL, achieving the highest rate at 67%! Plastic for example has a recycling rate of only 21%. Paper-based packaging is 100% RECYCLABLE in many cases, becoming new paper again for the benefit of the environment.

- In truth recycling is essential for the industry, as recycled paper and board is a vitally important raw material source.

- Also let us not forget that the paper industry firmly supports the spirit of Kyoto. Emissions from the industry have decreased significantly since 1992 (25%) following an investment of 156 million Euros a year.

Paper and board packaging products are:

- Lightweight yet offering the best protection (avoiding product loss or damage and unwarranted environmental effects)
- Hygienic and safe: paper-based packaging is recyclable, is clean and hygienic by nature. And unlike re-usable packaging it has not to be washed, cleaned or dried, thus saving huge quantities of water, energy and detergents. Paper based packaging therefore is a friend of the environment.

Last but not least paper and board products play an important role in daily life. Let’s face it, could you really live without boxes, stationary, newspapers, or toilet paper...? After all Microsoft’s products are packed in them, as are computers, printers and other equipments.

Yours sincerely,

CITPA - The International Confederation of Paper and Board Converters in Europe


European Federation of
Corrugated Board Manufacturers