



Produced by the European Federation of Corrugated Board Manufacturers



What are the retailers really up to?

Source: THIEL Logistics Services

**colruyt** laagste prijzen

Retail landscape 3-5



FEFCO Dublin Congress 6-9



LCA Report & database out end of October  
Pre-order your copy on [www.fefco.org](http://www.fefco.org)

## Contents

- 2 Editorial
- 2 FEFCO activities
- 3 Is Colruyt a bell-wether for the industry?



- 4 Retail market sees ever fewer but yet stronger players
- 5 Branding remains vital for success



- 6 **FEFCO congress special report**  
*General overview and participants survey* 6  
*Highlights of presentations* 7  
*Social events* 8  
*Sponsors* 9

- 11 Strategic Alliances, calendar of events
- 12 National Associations Update



- 12 Suppliers' corner



**ANNE-SOPHIE DUCHENE**  
COMMUNICATIONS MANAGER, FEFCO  
anne-sophie.duchene@fefco.org

## Editorial

The state of retail is central to the discussions and concerns of the corrugated box makers. This issue focuses on some aspects of the retail market. Firstly FEFCOnect recently visited the new distribution centre of major retailer Colruyt in Halle, Belgium. We found out what the managers there thought of packaging and supply chain efficiency, and why they entered a partnership with RPC pool operator Europool, see p3.

### Once more I invite you to send us your news, articles, suggestions, etc...

As we have heard in a number of recent FEFCO meetings retailer-supplier power relations strongly influence the value creation in the logistics network as a whole. Read p4 how consolidations affect this balance of power, but also what opportunities there are for box makers.

On a more internal note we cover the 29th FEFCO Congress in Dublin, p6 to 9, including a summary of the presentations, photos and sponsors.

Finally please make sure you fill in the form at the back of FEFCOnect and that you fax it to us. By updating our database we can improve our communications and insure that you keep receiving valuable, consistent and most importantly relevant information.

Once more I invite you to send us your news, articles, suggestions, etc...

Enjoy this eighth issue of FEFCOnect !

## FEFCO Activities

### Annual Report 2005 out

Download it from the FEFCO website or contact FEFCO to receive a printed copy.

### The production committee met in Lucca, Italy, 4th September

The committee is in charge of the Technical Seminar in Nice amongst other things. See announcement p 10.

### FEFCO at CorrExpo

FEFCO had a stand at TAPPI's CorrExpo 2006 which took place at the Cinergy Center in Cincinnati on 13-14 September 2006 in conjunction with the Corrugated Packaging Conference, on 12-15 September. Ludwig Anckaert, Technical Director of FEFCO, presented a first demonstration of the new version of the FEFCO codes standards (read more p10).

### GMP

The next training for auditors will be held the 15th and 16th November in Brussels (FEFCO Offices). Ms Marjan Smit of IsaCert in the Netherlands will be the specialist trainer for this two-day session. Please go to [www.fefco.org/gmp](http://www.fefco.org/gmp) for information and registrations.

### LCA

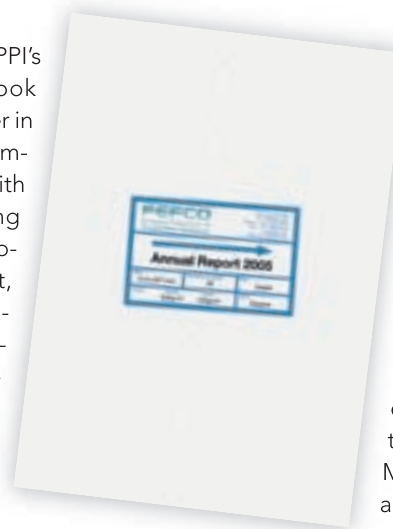
FEFCO to sign a memorandum of understanding with the European Commission relating to the exchange of information and experience in the field of Life Cycle Analysis. Together with a number of industry sectors the Directorate-General Joint Research

Centre, in close cooperation with the Directorate-General Environment, is in the process of setting up a platform for LCA studies. The European Commission has asked FEFCO to bring in its expertise on the Life Cycle Analysis of such an important raw material and product. Ultimately the LCA template that FEFCO has developed is expected to be helpful in other sectors as well.

### Other news

**Rolf Molls**, Chief Technical Officer for the Model Group, retired this summer at the age of 65. He was a member of the "Production Committee" from 2001 till July 2006. During that time the committee organised the program for the "Technical Seminar" in Nice and presented the latest technical developments in the corrugated board industry. Mr Molls said that it had been a pleasure to work for this committee and to exchange knowl-

edge of production and technical developments.



### The next GMP training for auditors will be held the 15th and 16th November in Brussels (FEFCO Offices).

## Is Colruyt a bell-wether for the industry?



In the past year Belgian retailer Colruyt ([www.colruyt.be](http://www.colruyt.be)) has installed a fully automated picking line for fruit and vegetable in crates at their Dassenveld storage in Halle near Brussels. FEFCOconnect was recently shown around the facility by Gerard Paulussen, Manager of Dolmen Industrial Projects.

First observation: the only type of crates being handled at this unique automated picking system in Dassenveld are rigid 60 x 40 crates of Europool system. This pretty much implies that corrugated boxes are as good as barred from this warehouse.

And when we asked Gerard Paulussen he confirmed that Colruyt demanded that all produce be supplied in EPS crates. Only in those situations where that is absolutely impossible, such as for bananas from South America or exotic fruits from Europe or mangos from Asia, do they accept produce in packaging made of other materials, such as wood or corrugated board.

We heard that for years Colruyt has been working closely with Europool Systems (EPS) on the issue of transportation packaging to be used in the logistics chain between the distribution centres and the shops. That cooperation goes so far that Colruyt now owns and operates a crate storage and washing centre for EPS at the same site.

### **FEFCOconnect: Tell us more about the set up here.**

**GP:** "The total area covered here at Dassenveld is about 200.000 m<sup>2</sup> and contains various types of warehouses. With a washing capacity of 5.000 crates per hour the facility is sufficiently large to cover the needs of Colruyt as well as that of other customers of EPS".

### **FEFCOconnect: What was starting point for this project?**

**GP:** "As you know handling, order picking and the commissioning of orders is a major cost factor in the supply chain of fresh produce, so retailers are constantly looking for ways to cut overheads and to improve performance, and performance in the handling of produce is often expressed in terms of:

1. reduction of product loss due to physical strain during transport or handling (rough movements create loss of quality)
2. reduction of process time: the shorter the process time the fresher the product arrives at the shelf (less spoilage)
3. reduction of order picking errors – such errors often lead to out of stock and/or product spoilage.

Especially at a time when produce from all over the world is expected to be available all year-round the number of SKUs has grown considerably and so has the complexity of the floor logistics, such as can be seen in the number of forklift movements."

### **FEFCOconnect: What about manpower?**

**GP:** "Manual order picking is labour intensive, hence expensive, and not very attractive from an ergonomic point of view. Toiling with crates that weigh up to 15 kg each is quite demanding. An automatic system takes away many of the negative sides of the logistics operation."

### **FEFCOconnect: How does this automated system work?**

**GP:** "Dolmen Industrial Projects is a subsidiary of Colruyt Group and we have developed a system which starts with the receipt of incoming homogeneously loaded pallets and

ends with the supply of fully commissioned heterogeneously loaded pallets with orders prepared for a specific shop. The incoming pallets are automatically unloaded in stacks that find their way, via a conveyor belt, to a location that is assigned by the system. An overhead moving bridge picks up crates for a specific order from the various stacks and assembles them for placement on a Europallet. This pallet then is picked up by forklift for transport into a waiting trailer."

### **FEFCOconnect: How long have you been using the robot?**

**GP:** "The equipment has been in operation for over a year and is working flawlessly."

### **FEFCOconnect: Why only EPS crates?**

**GP:** "The physical characteristics of other types of packaging do not allow for automatic picking. The requirements are as follows:

1. full standardization of dimensions and form
2. rimmed design that gives stable stacks
3. high stacking strength (the equivalent of the BCT in corrugated and solid board)
4. lateral strength and stability when fully loaded for pallet dis-assembly

Rigid EPS crates meet these requirements and so make automated picking lines feasible."

Finally when we asked Gerard Paulussen whether corrugated boxes could be used for such systems he was quite dismissive: "Corrugated boxes do have all kinds of different stacking systems. This means that you cannot just put two indiscriminate boxes on top of one another. Furthermore corrugated boxes come in all kinds of sizes. Even though the 60 x 40 is the most frequent many variations are also commonplace".

Mr. Paulussen was not convinced that the stacking strength of corrugated boxes allowed such heights when stacked indiscriminately as is the case with plastic. Because FEFCOconnect thinks that our industry can provide boxes that meet these requirements we decided to make a new appointment: this time not to see how RPC's work, but to show that corrugated can meet practically any requirement.

*To be continued...*

# Retail market sees ever fewer but yet stronger players

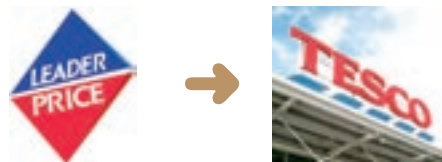
“The Corrugated industry is renowned for offering excellent design skills in house.”

Consolidation in the retail sector is not something of the last years, on the contrary. It seems however that the consolidation wave is all but over. Groups that went into new markets are now swapping assets ever more drastically. The reason is that not all ventures into new markets live up to the expectations. Underperforming assets thus are spun off.

Most often the buyers are competitors in the same region. For them such assets offer a welcome possibility for rapid expansion. Most supermarket operators experience difficulties in finding new locations for their stores. The take over of a chain by the competition helps to grow market share and bring in a loyal buyer group.

From late August to mid September we have seen the divestment of the German business of Wal-Mart. The 85 German Wal-Mart stores were happily taken over by Metro. A decade ago Wal-Mart was taking over the Wertkauf group. However since that acquisition Wal-

Mart has not been able to run the German operation profitably. Wal-Mart cites as reasons for this the lack of a price advantage in a discount driven market, poor store locations and the failure to adapt culturally. Outside Europe Wal-Mart also divested the South-Korean assets and is still struggling to make money with their Japanese Seiyu stores. Metro also expanded in Poland by buying 19 Geant hypermarkets from the French Casino group.



Casino also sold off the 299 Polish shops of the Leader Price discount chain. This chain ended up in the hands of the British retailer TESCO, a group that already operates a large number of hyper and supermarkets in

Poland. In the Balkan countries the consolidation is also picking up speed. The Slovenian Mercator group announced the acquisition of the 50-store supermarket chain Rodic in Serbia. Last year Mercator had already acquired its Slovenian competitor Era with shops in both Slovenia and Croatia.

The result is that the world knows ever fewer retailers that become bigger and bigger.

The constant consolidation implies that retailers are gaining more and more weight regionally and obtain extremely strong bargaining positions on their home turf. This means that suppliers to these retailers have to go very far when they try to get their products on the shelves, while further up the chain this means that all suppliers of the packer/fillers will be confronted with price pressure. As for the packaging industry and the corrugated industry, market conditions are bound to remain challenging.

However a number of opportunities are still arising as retailers are desperately looking for efficiency improvements in the supply chain, in terms of handling on the shop floor and at the check-out. This quest opens many perspectives for creative thinking and innovation. Easy Shelf Replenishment for instance has become a staple demand. When supply chain costs can be considerably reduced by cleverly designed transportation/display packaging a higher price and margin could logically be applied.

Our industry is renowned for offering excellent design skills. The market now demands a coupling of these skills with good marketing skills. Such a combination will give a successful boost to volume and earnings. **WH**

## ► Ranking of European retailers (2005)

Company	Country	Turn-over incl. VAT (2005) in Mrd. Euro	% food	% of TO outside homemarket
1 Carrefour S.A.	F	77,097	74,6	42,4
2 Metro Group	D	64,221	46,5	50,3
3 Tesco Plc	GB	55,095	72,4	13,3
4 Rewe Zentral AG	D	45,478	76,4	30,6
5 Schwarz-Gruppe	D	40,381	82,5	43,8
6 Edeka-Gruppe	D	40,322	85,5	6,6
7 Groupe Auchan	F	38,083	62	44,2
8 Aldi Gruppe	D	32,275	82,6	32,8
9 E. Leclerc	F	31,81	63	5,6
10 Casino S.A.	F	30,375	74,7	41,9
11 ITM Entreprises S.A. (Intermarché)	F	29,41	65,6	9,6
12 Ahold N.V.1)	NL	26,489	78	58,6
13 Wal-Mart Stores Inc.	USA	26,226	68	100
14 J. Sainsbury Plc.	GB	25,329	75,7	0
15 WM Morrisons Supermarkets Plc	GB	19,402	78	0

# Branding remains vital for success

Good news for those who are active in the production of primary and secondary packaging: branding is in the process of a revival!

Recently CIES, The Food Business Forum, asked the CEO's of global retailers and brand owners about their opinions of the value of brands<sup>1</sup>.

The unanimous conclusion was that brands have become critical for companies to prosper in today's context of wide consumer choice and intense global competition.

Competition between manufacturer and retail brands has taken much of the attention lately, but this trend is only one out of several others. Changing levels of purchasing power in many markets, changes in demographics in other markets have contributed to an emergence of new store formats. Furthermore the internet and public concerns like nutrition have led companies to rethink the value of their brands.



Claude Hauser

The chairman of the Swiss based Migros Genossenschaftsbund, Claude Hauser, for instance stated that: *"for Migros brand is crucial because it is the name of the company but it is also the label for many of our products, so Migros has*

*to be a vector of confidence, of trust, of quality, of fairness of the company. Then in addition it means an added value. Added value is not only quality and price, it's fair trade, sustainable development, social care and ethics.*

*All of that is included in our labels, our private labels".*

Product demand is fragmenting in many mature markets, like the USA and some European countries, and has resulted in growth of many low-price and specialty brands. But rather than disappearing altogether, the mass market is above all becoming more competitive, with the effect that brands have to offer clearer value for shoppers in order to be able to grow. But even in a low-prices everyday world there is demand for products that offer something special, offer added value!

## Added value is not only quality and price, it's fair trade, sustainable development, social care and ethics.

Wal-Mart in the USA for instance is faced with a growth that has fallen behind that of its competitors due to the fact that they lack an adequate product offering in up-scale areas. Wal-Mart currently is addressing this problem.



The retail market is changing rapidly and demands a continuous adaptation to fast-changing patterns in supply and demand. Danone's chairman Franck Riboud was quoted saying *"you got to be flexible"* depending on the time and the place rather than follow one strategic model. Next to price we see that health is becoming an essential aspect of gro-

cery brands. Franck Riboud went as far as to suggest that *"in a few years one is no longer talking about brands, but about health benefits"*.

Packaging plays an important role in branding. Only exceptionally sales personnel are available and products thus have to sell themselves. The way products are packed and displayed thus will have to be given renewed attention.

For the corrugated industry this opens perspectives since our industry has the know-how and technological capabilities to offer excellent solutions. These solutions can bring our customer/partner the successes that are strived for and so contribute to a good economic performance.

Paper based packaging has many benefits over other types of packaging. Especially the environmental performance of corrugated board is excellent when compared to alternatives.

At an environmental level our industry has achieved a lot over the past decades, we have been able to seriously reduce water and energy consumption per ton. Effluents of our production processes are free of contaminations like heavy metals. This provides for great arguments when it comes to selling packaging. Then we did not even talk about the performance at display level: the printability of paper based packaging allows producing mouth watering images that help sell to the consumer.

WH

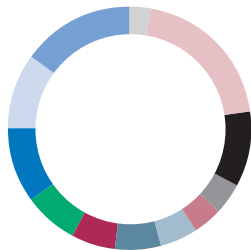
<sup>1</sup>This article is based on Food Business News - August 2006.

# 29<sup>th</sup> FEFCO Congress in Dublin

130 leaders of the Global Corrugated industry were in Ireland on 21-23 June for the 29th Congress of the European Federation of Corrugated Board Manufacturers. The theme of the conference programme centred on Cooperation and how to grow the corrugated business while retaining one's specificities.

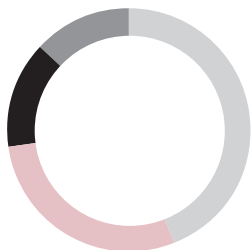
## Results of the participants' survey

### Countries represented



Middle East	3%	Austria	6%
Rest of Europe	20%	Spain	6%
Australasia	10%	France	7%
United Kingdom	4%	Germany	10%
Belgium	4%	Ireland	10%
Finland	5%	Americas	15%

### High level participants



Presidents, Vice presidents & CEOs	44%
General Managers, Managing Directors	29%
Sales & Marketing Directors	14%
Technical, production directors	13%

75% of participants found the programme useful or very useful.



## Summary of the presentations

### The characteristics of today's and tomorrow's supply chain.

**Ann Sterling-Roberts** of Pira International presented the results of a study on the future structure of the packaging supply chain in Europe. It shows that, as investments are moving towards the East, countries like Russia will have to be taken into account. According to Ms Sterling Roberts, if the customers (brand owners) go that way, the packaging suppliers will follow, and closer and more transparent supplier/customer relationships can only be beneficial to the whole of the supply chain in order to reach maximum efficiency. More collaboration will be one characteristic of the future supply chain; innovation and niche markets will be the others. **Sam Sheppard-Fidler**, also of Pira International, spoke of the damage which occurs along the FMCG supply chain,



the problem with mixed load and where the critical points are (often at the retailer's distribution centre). Test methods could help improve efficiency, but still a lot depends on the material and the way it is handled. Finally Mr Sheppard Fidler brought up the issue of shelf ready packaging, its advantages and competitive aspects.

#### **Competitive materials: a common fight for the industry.**

**Wim Hoebert**, secretary general of FEFCO, presented the new S3 Corrugated Packaging Initiative led by the FEFCO S3 task force, and whose aim is to provide a coordinated industry approach and to undertake a number of activities to challenge competing materials, and their growing market share. Two studies were carried out recently, one in Germany and one in Spain comparing the economic and environmental characteristics of corrugated trays and plastic crates in the transport of goods. Angelika Christ of VDW the German Association of Corrugated Board Manufacturers released figures that showed a clear cost advantage to the corrugated board tray in a number of scenarios. The conclusions of Mercedes Hortal of ITENE (Packaging, Transport & Logistics Retail Institute), Spain, were very clear: in the long distance transport of fruit and vegetables corrugated board boxes have less environmental impact than foldable plastic crates in most of the cases considered. The climate change impact is also lower in the case of corrugated board, and of course the issues of cleaning and transporting plastic crates back and forth play against that choice.

#### **The importance of knowing the ins and outs of a rigorous legislative environment.**

**Didier Herbert**, Head of Unit at the European Commission gave an overview of the Euro-

pean industrial policy and its impact on manufacturing industries. Competitiveness is the overall goal but the paper industry is facing two key challenges: Energy and the Environment. From another legislative angle Hanna Anttilainen, Senior Lawyer at Herbert Smith in Brussels gave a highly praised summary of what remains legitimate under EU competition law. Her three golden rules: use common sense, state the legitimate purpose of what you are doing in writing and beware how you present things in writing and finally remember the "Newspaper rule" (do no write what you would not like to see printed in the newspapers tomorrow!).

**"... I found all of the presentations and all people I met very interesting and loaded with new information, inputs and initiatives..."**

**Drazen Melcic, General Manager,  
Model Pakiranja d.d., Croatia**

#### **An evolving industry.**

The paper and packaging industry is a traditional one and as **Alan Dargan** of Lansdowne Capital stated, investing one's pension in this sector does not seem very appealing at first glance. However, better management, restructuring, fibre prices, and niche markets could be what the industry needs to accelerate growth and profitability. A changing industry is also one that is investing in innovation. Jan Willem van der Veen of the Smurfit Kappa Group and FEFCO RFID impact committee gave a presentation on tracking, trac-

ing, traceability and technology. His view is that there are many implementations where benefits are indeed being realized. Global market leaders are driving forward initiatives and mandates and the market is moving towards lower cost. But it is the application that is key. RFID is an enabler, not a solution. And we could well see the wide scale implementation of primary packaging RFID (unit tagging) within 8-10 years.

#### **What do we do next?**

According to **Barry Nalebuff**, professor at Yale University, in business we have two options: Competitive Strategy and Cooperative Strategy. Prof. Nalebuff gave the congress participants an inspiring presentation and food for thought on looking at one's business from a different angle. His "Why not" attitude gave a great and positive aura to the closing of the FEFCO congress.



**Prof. Barry Nalebuff, Yale University**

# Social Events & Networking

The busy social programme included dinner and racing at the Leopardstown racecourse on Wednesday 21st June. Leopardstown is one of the prime racecourses in Europe, in terms both of the quality of racing and its facilities.



From left to right H. Marshall, B. Benson, J. Benson, D. Smurfit, K. Otsubo and Y. Kawamoto

The Irish Association of Corrugated Board Manufacturers invited the Congress delegates to the Guinness Storehouse where participants walked around the Guinness museum before tasting the famous local brew.



David Carton, President of the Irish Corrugated Packaging Association



Dr Smurfit (right) thanks Philippe Leydier for his contribution on the Board of FEFCO



The Gala dinner at O'Reilly Hall included traditional Irish song and dance and provided a great conclusion to a much focused event. That evening Dr. Dermot Smurfit presented Philippe Leydier with a crystal ornament and thanked him for his years of contribution to the FEFCO Board. Mr. Leydier is being replaced on the board by Luis Martinez, Smurfit Kappa Corrugated, France.

**The Gala dinner at O'Reilly Hall included traditional Irish song and dance and provided a great conclusion to a very focused event.**





## Sponsors

We would like to thank the sponsors of the FEFCO Congress

### ► Powerflute Ltd



**Fluting for first –class packaging.** Since 1968, Savon Sellu and Powerflute® have been established names in fresh produce packaging. Clients on all continents have learned to rely on boxes made of Powerflute®. Since 2005, the company Powerflute Oy has been an independent private company specialized in producing premium quality semi-chemical fluting. The company is located in Finland and employs 190 people. The raw material for Powerflute® is short hardwood fibre birch that is sourced from the sustainably managed Finnish forests. Thanks to birch fibre and specialized manufacturing process Powerflute® is able to offer to corrugated boxes outstanding crush and moisture resistance and unbeatable stacking strength. It is suitable for food packaging, it is hygienic and clean and meets strict European Union and US requirements for foodstuff packaging, heavy metal concentration in Powerflute® is far below the value set by EU directives.

Contact: Powerflute, Ahventie 4 A 27, 02170, Espoo, Finland  
Tel. +358 50 598 7009  
Fax +358 2560270  
email: [ulla.eranummi-siren@powerflute.com](mailto:ulla.eranummi-siren@powerflute.com)  
[www.powerflute.com](http://www.powerflute.com)

### ► AICOMP Consulting GmbH



#### **A clear message during the last FEFCO congress was used several times: Innovation.**

AICOMP provides a complete SAP solution for the packaging industry. The whole logistic and administrative chain (quotation, sales order, sales contract, production order, stock, delivery, transport, invoicing, finance, controlling) is with SAP.

Our software product Paper4PACK makes it easy to get a preconfigured SAP system for the packaging industry. It is certified by SAP and contains a corrugated, folded carton and consumer packaging solution. But Paper4PACK is more than that. It simplifies the SAP logic without changing SAP and provides, besides product description (based on FEFCO codes), a machine routing optimization and freight cost calculation. Bar coding, RFID and CAD drawing software interfaces are also included.

AICOMP is present worldwide. Installations in the US, in Brazil and Chile, Western Europe and Australia make us a global Partner for your industry. AICOMP is specially working in your industry. All our consultants are familiar with corrugated machinery and processes, whether you produce inline or die cut boxes, or multiple part products such as displays.

The benefits? Your organization will be able to enjoy time and cost savings, increases in process compliance, improvements in decision making, and less redundancy and data errors. In other words: Innovation for your industry.

AICOMP, the leader in software for the packaging industry and SAP, the leader in enterprise business applications, enjoy a great partnership.

Contact: AICOMP, Undinger Straße 2, 72820 Sonnenbühl, Germany  
Tel.: +49 7128 304050 (office)  
Fax: +49 7128 304051  
email: [info@aicomp.de](mailto:info@aicomp.de)  
[www.aicomp.com](http://www.aicomp.com)

### ► RISI



RISI is the leading information provider for the global forest products industry. Our mission is to create the highest quality information for and about the global forest products industry and deliver it to customers as part of value-added solutions. Products include Pulp & Paper International and PPI This Week.

4 Alfred Circle  
Bedford, MA 01730 USA  
Tel: 781.734.8963  
Fax: 781.271.0337  
Email: [nsehovich@risiinfo.com](mailto:nsehovich@risiinfo.com)  
[www.risiinfo.com](http://www.risiinfo.com)

# Announcements

## FEFCO partners with Esko and Arjuna to update Standards Library

The revised FEFCO standards library will become available digitally, with 2D and 3D visual elements created in ArtiosCAD from Esko. "The standard reference guide for the corrugated packaging industry became the worldwide reference for our industry. This new version of the FEFCO standards, in electronic format and with an innovative visualization tool utilizing 3D drawings with a folding sequence, will provide a tremendous added value to the corrugated packaging industry. Furthermore, we also see it as a communications tool that will help to demonstrate the adaptability, creativity, and versatility of corrugated and solid board" comments Ludwig Anckaert, Technical Director of FEFCO.

Arjuna, a web development company contracted by FEFCO, has been responsible for converting the standards created with ArtiosCAD into a user-friendly tool and interface. The new library will become available as a CDROM, subject to use dictated by FEFCO copyrights. Regular updates will be available on the FEFCO website. The developers have made sure that the CDROM will run on any standard PC. The final version is due to be released in January 2007.



## Next Fefco Technical Seminar 25-27 April 2007 in Nice, France Mark your calendars now

**The only conference and trade show for the European Corrugated Industry.** For over 20 years FEFCO's Technical Seminar in Nice has been the number ONE platform for the industry, bringing together buyers and suppliers of Corrugated packaging machinery, equipment, services & systems.

### Exhibition

- Thousands of square meters of technology showcase.
- Hundreds of qualified visitors.
- The most productive few days in your sales and new business development activities.

Calling all sympathizer members: reserve your booth space as soon as possible. This technical seminar is the best platform for your solutions. Numerous sponsorship opportunities are available too.



### Conference

- Over 2 days of presentations on the latest technical developments by industry experts.
- Spotlights featuring innovations in selected technical areas.
- Your opportunity to exchange ideas with like minded professionals.

Visit [www.fefco.org](http://www.fefco.org) for more information on the Technical Seminar 2007, and previous editions (list of exhibitors, press releases, etc)

### Contact:

Soheila Zelli, Event Coordinator, Fefco  
Soheila.zelli@fefco.org  
Tel: +32 2 646 4070  
Fax: +32 2 646 6460



# Strategic Alliances

## ICCA



**Heather Marshall** appointed President of ICCA. At its June 21, 2006 meeting in Dublin, Ireland, the International Corrugated Case Association (ICCA) Board of Directors elected Heather Marshall as its new president. Mrs. Marshall replaces Bruce Benson, who is retiring after 10 years as ICCA's president. Mrs. Marshall has been working for ICCA since 1999 and has previously served as ICCA's communications manager and vice president. ICCA is managed in the USA by the Fibre Box Association, for which Mrs. Marshall is also director communications/marketing. Contact: [hmarshall@iccanet.org](mailto:hmarshall@iccanet.org)

## ICCA/WCO Global Corrugated/ Containerboard Summit

**ICCA** The International Corrugated Case Association (ICCA) and the World Containerboard Organisation (WCO) are proud to announce Visy Industries (Melbourne, Australia) as the sole company sponsor of the ICCA/WCO Global Corrugated/Containerboard Summit, taking place March 14 – 18, 2007 in Sydney.

**Richard Pratt**, Visy Chairman, will participate in a panel discussion between global in-

dustry leaders. **Anthony Pratt**, Chairman of Pratt Industries (USA), will open the summit on March 16 as the keynote speaker and will discuss what the corrugated and containerboard industries can do to lead environmental efforts.

Contact: Heather Marshall, ICCA President: (1) 847-364-9600 or [hmarshall@iccanet.org](mailto:hmarshall@iccanet.org)

## CEPI

**Europe Global Champion In Paper Recycling:** The European industries recycling paper and board announced that they have met the ambitious target they set in 2000; to push the European paper recycling rate to 56% by the end of 2005. This makes Europe the global leader in paper recycling, and paper the most recycled material in Europe. The figure announced stands at 55.4%, well within the (+/-1.5% points) margin set.

Contact: Eleanor McFadden, [e.mcfadden@cepi.org](mailto:e.mcfadden@cepi.org) - [www.cepi.org](http://www.cepi.org)

## FEFCO Events

- ▶ **Technical Seminar**  
25-27 April 2007  
Acropolis, Nice, France  
[www.fefco.org](http://www.fefco.org)

## Other events

- ▶ **Innovationparc Packaging 2006**  
24-27 September  
Düsseldorf, Germany  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)
- ▶ **FachPack 2006**  
26-28 September 2006  
Nuremberg, Germany  
[www.fachpack.de](http://www.fachpack.de)

- ▶ **Pack USA**  
October 4 - 7, 2006

McCormick Place  
Chicago, Ill., United States  
[www.gonpta.com](http://www.gonpta.com)

- ▶ **SIAL Salon International de l'Alimentation**  
22-26 October 2006  
[www.sial.fr](http://www.sial.fr)
- ▶ **CIAA Congress**  
26-27 October  
Hilton Hotel Brussels  
[www.ciaacongress.be](http://www.ciaacongress.be)
- ▶ **Emballage**  
20-24 November 2006  
Paris Nord Villepinte Exhibition Center  
[www.emballageweb.com](http://www.emballageweb.com)
- ▶ **European Paper Week**  
28-30 November  
Sheraton Rogier Hotel Brussels  
[www.cepi.org](http://www.cepi.org)

- ▶ **INDIAPACK 2006**  
11-14 December, 2006  
Bombay Exhibition Centre,  
Mumbai, India  
[Jon.irwin@expomediagroup.com](mailto:Jon.irwin@expomediagroup.com)  
[www.tafcon.com/Indiapack06](http://www.tafcon.com/Indiapack06)

If you would like to advertise in FEFCOConnect it is now possible.

To promote your product and services to thousands of readers in the corrugated industry please contact Anne-Sophie Duchene, [anne-sophie.duchene@fefco.org](mailto:anne-sophie.duchene@fefco.org), or call +32 2 626 9835

## Suppliers Corner

### JB Installs 333rd Dryer in Turkey

JB Machinery Inc., Weston, CT, U.S.A., has recently completed the installation of (4) Interstation Flexo Dryers and a Final Flexo Dryer on a new Martin DRO.1628NT, 66 x 110-inch flexo rotary die cutter at Dentas Packaging and Paper Industry Inc., Denizli, Turkey. The full dryer machine complement will mean yet another converter is capable of entering into the world of high graphics and direct print on clay coated substrates while die cutting inline. Warren Bird of JB Machinery, stated that, "not only is this another leading benchmark for dryer units installed, but more importantly, it reflects the ever expanding di-

rect print marketplace since Turkey has now become the 16th country as a JB user host nation. We would sincerely like to thank Dentas for their faith in our product solution and people and look forward to a developing relationship."

For further information please contact JB Machinery Inc., Weston, CT, U.S.A. PH: 203-544-0101.

UK Agency - Stan Kiernan, Transtech Equipment. PH: +44 7831857027

Mainland Europe Agency - Marcel Termaat, CMM Special Systems. PH: +31 313 490293

Help us to serve you better,  
fill in your details below so that we can update our new database.

Please fill in the form below and fax to +32 2 646 6460

- I am a member of FEFCO please update my details as below  
 I am not a member of FEFCO please update my details as below

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

#### Optional: I am interested to receive

- Market information  
 Technical information  
 Information on legislation & regulatory affairs

## National Associations Update



### Poland

The Polish Association of Paper Makers celebrated its **60th anniversary in June this year.**

[www.spp.pl](http://www.spp.pl)



### France



**Announcing the next edition of the design competition "Etoiles de l'Ondulé"**

**26 October 2006:** Candidates present their projects to the jury

**16 November 2006:** Press conference and award ceremony with prizes presented to companies and students at the «Centre de conférence Edouard VII», 23 Square Edouard VII Paris IXth.

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



### Germany

VDW is organising its 'Forum Wellpappe' on September 27th from 11:00 to coincide with FachPack in Nuremberg.

[www.wellpappen-industrie.de](http://www.wellpappen-industrie.de)

# FEFCO

European Federation of  
Corrugated Board Manufacturers

Avenue Louise 250  
B - 1050 Brussels  
Tel: +32 2 646 4070  
Fax: +32 2 646 6460  
Email: [info@fefco.org](mailto:info@fefco.org)