

Produced by the European Federation of Corrugated Board Manufacturers



CF trays perform
at **Fruit Logistica**

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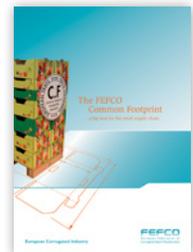
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BOB McLELLAN
FEFCO PRESIDENT

Editorial

Dear Members,

I was pleased and honoured when you asked me to become President of FEFCO, and I am looking forward to building on the good work of previous Presidents. However, I will need your help.

We operate in a market where the challenges are constantly varying, never more so than at the start of 2009. Every government must find a way to deal with the impact of the global downturn and every brand owner, retailer and consumer will become more concerned with the threat of recession. The Corrugated Industry will also feel the effects, but we have a product that is uniquely adaptable to these changing circumstances. We can help customers improve sales by better print, by clever design, by reducing supply chain costs and waste - all of which can help satisfy society's environmental concerns.

The needs of the consumer are also constantly changing, but I believe that we have many areas of common purpose that can benefit our customers and help our industry to better understand how to satisfy the end user. Perhaps most importantly, we must continue to ensure that the "green credentials" of corrugated are recognised by all. Corrugated is clean and green!!

We need to be bold and work harder with others to give a clear message that our industry is an essential part of modern life. Let's not apologise for paper and corrugated, let's shout about its benefits and help customers see it as the best packaging medium.

We will need your support locally and at European levels, and I know I can rely on you to give that support.

Finally, the Technical Seminar will be held for the first time in Berlin on the 6th-8th May and will have everything under one roof with the conference room within easy reach of the hotel room. The FEFCO Production Committee looks forward to everyone's support and welcomes the suppliers to our industry who will demonstrate the technical progress both in the exhibition and in the spotlight sessions. Please do all you can to ensure that the right people from your company are encouraged to attend - special rates for large bookings!! Best wishes.

Bob McLellan,
FEFCO President

FEFCO 15th Technical Seminar

6-8 May 2009

Berlin, Estrel, Germany



FEFCO Production Committee
(from left to right):

Top row: Rauno Tapiola, Walter De Smedt, Dominique Lagarde, Roland Fritz, Julian Pachniewski

Bottom row: Richard Höfer, Laszlo Kosco, Pawel Rogalka, Marc Van Damme
Not shown: Remus Craciun, Kurt Jensen, Zafer Koldas, Henry Tan, Peter MacDonald

The Production Committee cordially invites you to attend the 15th FEFCO Technical Seminar which will be held in Berlin on 6 - 8 May 2009 at the Estrel Hotel and Convention Centre.

The program for May 2009 covers a variety of topics that are especially interesting and relevant, focussing on both technical aspects and practical issues.

The Production Committee's objectives are:

- To identify new developments and compare the benefits of various processes;
- To update participants on the differences between the various printing techniques for corrugated board, both from a technical and marketing point of view;

- To learn about light-weight paper applications for Corrugated Board manufacturing;
- To identify energy saving potentials and optimise energy usage;
- And finally, to provide an overview of the main process control systems available in the market and to look in depth into paper properties and their influence on warp.

The Technical Seminar represents an ideal opportunity for delegates to update their own technical expertise, to the benefit of both themselves and their company.

No other European event is able to create such a unique environment in which to meet and to socialise with peers, and to exchange ideas and experiences, covering such a wide variety of corrugated issues. Can you afford to miss it?

Programme

Wednesday 6 May 2009

- 09.00 Registration starts
- 10.00 Exhibition launch
- 13.30 **Opening of the Conference**
Bob McLellan, FEFCO President
Walter De Smedt, Chairman of the Production Committee
- 13.45 **Light Weight Papers on the Corrugator: Opportunities, Troubles and Solutions**
Chaired by Pawel Rogalka, AQUILA Spolka (PL), and Laszlo Kosco, Rondo Budapest (HU)
– Paper Runnability, Performance Packaging
– Redesigning the Corrugator
– Corrugating Rolls: Troubleshooting and Recommendations
- 15.15 Coffee Break
- 16.15 **Spotlight session 1**
- 18.00 Session ends
- 19.00 Exhibition closes

Thursday 7 May 2009

- 09.00 **Best Use of Energy – Part 1**
Chaired by Richard Höfer, SCA Packaging Welpa (AT), and Roland Fritz, Lande Langenbach Group (CH)
– Sense or Nonsense of Combined Heat and Power Generation
– Case Study: Energy Audit of a Corrugated Box Plant
– Compressed Air: Consider the Bigger Picture, Not Just the Compressor
- 10.30 Coffee Break
- 11.00 **Best Use of Energy – Part 2**
– How to Save Heat on the Corrugator
- 11.30 **Spotlight Session 2**
- 12.30 Lunch



- 14.00 **Exceeding Printing Limits – Part 1**
Chaired by Rauno Tapiola, Stora Enso Packaging (FI), and Dominique Lagarde, Smurfit Kappa (FR)
– Differentiations in Choosing Printing Methods on Corrugated Board
– The Key Areas for Improving Productivity, Quality and Consistency in Flexo Printing
- 16.00 Coffee break
- 16.30 **Exceeding Printing Limits – Part 2**
– Digital Printing: Solution or Hype?
– Repro to Fit the Printing Process
- 17.15 **Spotlight Session 3**
- 18.00 Session ends
- 19.00 Exhibition closes
- 19.00 Cocktail Reception sponsored by 

Friday 8 May 2009

- 09.00 **Spotlight Session 4**
- 10.30 Coffee Break
- 11.00 **Spotlight Session 5**
- 11.30 **Process Control**
Chaired by Julian Pachniewski, VDW (DE) / FEFCO, and Walter De Smedt, Smurfit Kappa Europe / FEFCO
– Overview of Process Control Systems on the Market
– Off-line Process Control of Warp: Influence of Paper Properties
– Other Paper Properties that can Influence Warp
- 12.30 **Award Ceremony and Closure**
by Angelika Christ
FEFCO Secretary General
- 13.00 Lunch
- 14.00 Exhibition closes

FEFCO 15th Technical Seminar

6-8 May 2009

Berlin, Estrel, Germany

Practical details

1. Fees

- The price per **9m² unit is € 1500** (without furniture).
- **Reduced rate for Stand personnel** - the special fee of **€ 300** includes access to the exhibition hall, lunches and coffee breaks.
- **The early bird** registration fee for the Full Seminar, available until 27 February 2009, is **€ 600**, after which the fee will be **€ 750**. Final reservations will be confirmed once payment has been received.
- **New! Group Discount** – for more than 10 participants from the same company there will be a rebate of **€ 250** (starting with the 11th participant)

2. Hotel booking reminder

Remember to book your hotel room as soon as possible as the deadline for the FEFCO preferential rates is **9 March 2009**.

3. Sponsorship opportunities

There is still time to participate in sponsorship, so please do not hesitate to contact FEFCO for more details.

All details regarding the FEFCO Technical Seminar can be found at the following web address: www.fefco.org/?berlin, accessible from the FEFCO Home page.



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www.fefco.org/?berlin

Call for Spotlight & Guidelines

The rules and guidelines for the preparation of the SPOTLIGHTS are available upon request.

Please send your Spotlight presentations to FEFCO by 23rd March 2009 - info@fefco.org

Please write Spotlight Presentation in the subject line of the Email, and please mention the Name of the speaker and the Presentation title for the printed programme.

If your file is larger than 5 MB, please send it by post on a CD, DVD or USB-stick to FEFCO Secretariat:

FEFCO AISBL

Av Louise 250, BTE 54
1050 Brussels, Belgium



The atrium at Estrel Berlin

Preliminary list of exhibitors

| | |
|--|--|
| Absolute Engineering | JB Machinery Inc |
| Adalis Corporation | Karl Marbach GmbH & Co. KG |
| Alliance Machine Systems Europe A.M.S.E. | Kiwiplan GmbH |
| Apex Europe B.V. | MarquipWard United GmbH |
| Asahi Photoproducts (Europe) | Martin |
| Asitrade Ag | Marotech Inc |
| BCM Transtech Aps | MHI Equipment Europe Bv |
| BGM Bahmüller & Göpfert | Minda Industrieanlagen GmbH |
| BHS Corrugated Maschinen | M-Real Corporation |
| Bobst Group | Mühlen Sohn GmbH & Co |
| Cargill Europe BVBA | OM Partners n.v. |
| Chimigraf Iberica S.L. | Powerflute Savon Sellu Oy |
| Dietec Asahi Europe | Rapidex Sm |
| Dücker Corppal Ab | Roda Converting SA |
| Duo Technik GmbH | S.E.E.M.I. |
| Durst Phototechnik Digital Technology GmbH | Simon Container Machinery Service GmbH |
| EMBA Machinery AB | Sun Automation Group |
| Encorrs BV | Talleres Serra Sa |
| Erhardt + Leimer Corrugated GmbH | Terdeca SPA |
| Escada Systems | Tiruña S.L. |
| Fosber Spa | VEGA S.p.A |
| Fossaluzza s.r.l. | Voith Paper Fabrics - S.A.S |
| Friese GmbH & Co. Kg | Vonderheiden Maschinenbau und Messtechnik GmbH |
| Function Control Research Bv | Walki Group Oy |
| Gerd Mosca Ag | Wellpack Corrugated Equipment |
| Hamburger Spremberg GmbH & Co. KG | Witron Logistik+ Informatik GmbH |

Hotel Accommodation

Do not forget to book your hotel accommodation. FEFCO has negotiated special rates at the Estrel Hotel. Estrel Berlin is Europe's largest convention, entertainment, and hotel complex. With 1,125 rooms and suites, five restaurants, two bars, a beer garden, and the daily live "Stars in Concert" show, Estrel has plenty to offer every guest.

Hotel rooms can be booked immediately by simply downloading the booking form from the FEFCO web site and faxing it back to:

Sandra Holzäpfel
Director Convention & Event Estrel.
Mail: s.holzaepfel@estrel.com
Fax: +49 (0)30 / 6831- 2345

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Sonnenallee 225
12057 Berlin
Germany
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www.estrel.com

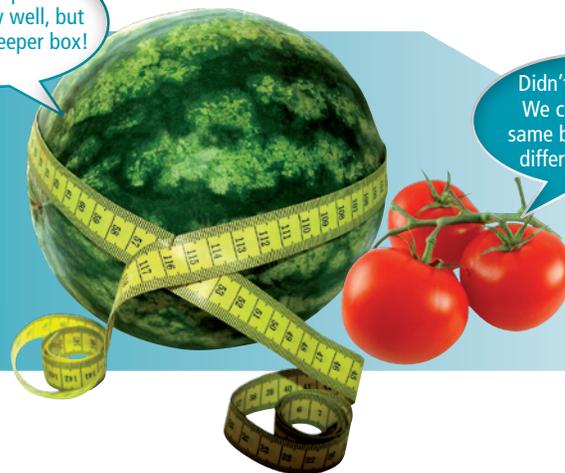
Contact for exhibitors:
Ria Van den Bogaert at +32 497 05 0754
Ria@vandenbo.com

Contact for sponsorship opportunities:
Communications Director at +32 2 650 08 32
nathalie.schneegans@fefco.org

FEFCO at Fruit Logistica 4-6 February 2009 Berlin

Modular packs
are all very well, but
I need a deeper box!

Didn't you know?
We can have the
same base size with
different heights!



FEFCO Impressive Fruit Logistica stand

onstrate the benefits of corrugated packaging for the shipment and sale of fresh fruit and vegetables.

FEFCO's contemporary stand design helped to illustrate the many advantages of corrugated packaging.

Four themes were highlighted, and each of the following benefits were summarised on colourful and prominent display panels, the message being reinforced by explanatory brochures handed out at the stand.

- Corrugated saves costs
- Corrugated is sustainable
- Corrugated is printable
- Corrugated is stackable

This last point refers mainly to the recent launch of the Common Footprint Europe-wide standard which is described on the next page.

This subject is of particular importance for the Fruit and Vegetable trade, and the promotion of this Europe-wide standard was one of FEFCO's main objectives at Fruit Logistica.

The European Corrugated Board Industry has recently reached agreement on FEFCO Common Footprint trays, which will allow trays from many different producers and countries to be stacked safely and quickly on the same pallet, whilst the ability to vary the height of the tray optimises the pallet height. The Common Footprint, combined with the ability to vary the height of the tray, guarantees more product per pallet, leading to greater efficiencies, lower costs and fewer trucks on the roads.

We thank all the National Packaging Associations and corrugated companies who have helped FEFCO to promote the benefits of corrugated packaging and the recently launched Common Footprint Standard.

Berlin - the World of Fresh Produce!

The 2009 Fruit Logistica Fair has attracted a record number of exhibitors from 80 countries - 2,288 against in 2,110 in 2008 - and more than 50,000 trade visitors from 125 countries have attended the fair.

The largest representation was from the European produce trading nations, Italy, Spain, Germany, France and the Netherlands, but since 89% of exhibitors were from outside of Germany, Fruit Logistica 2009 was truly an international trade fair.

The Fair offered a comprehensive market overview of products and services from the fresh produce trade, set in an area covering 88,000 m² of exhibition space (2008: 81,000 m²). All of the major industry players were represented, including key wholesale and retail trade partners, fruit and vegetable growers, importers and exporters, and of course FEFCO.

FEFCO stand achieved its trade fair objectives

Many Member companies, growers and grower associations but also the trade Press visited the FEFCO stand. Our street theatre performer was particularly appreciated and has contributed to the success of this event (see pictures).

The FEFCO stand was primarily focussed on presenting the new Common Footprint Initiative (CF) and also continuing to dem-

FEFCO stand demonstrates that corrugated packaging is particularly suitable for the transport and presentation of fruit and vegetables

Common Footprint



The Common Footprint (CF) is a Europe-wide standard that guarantees safe and efficient stacking of all fruit and vegetable trays. The Common Footprint

stamp (CF stamp), printed on the sides of the boxes, clearly marks trays that adhere to this FEFCO standard:

The use of the CF stamp is confined to producers whose trays meet the strict technical specifications defined by FEFCO. These specifications ensure that trays have identical

base sizes and that all will fit onto the common pallet or half pallet without wasting precious space.

The CF stamp shows when stacking is safe and efficient, and the fixed base size guarantees stackability and efficient use of the pallet footprint. Interlocking tabs and matching receptacles at the sides of the boxes give added stability – and the height can be chosen to suit the product.

Right through the supply chain, Common Footprint trays from many different producers

and countries can be stacked safely and quickly, whilst the ability to vary the height of the tray makes the most of pallet height.

Standardised bases and variable heights make the best of every millimetre of space, so that more fruit and vegetables can be transported on one pallet and in one lorry, using less fuel. Common Footprint trays also save space in distribution centres and help the retailers get the produce on display in the shop in perfect condition.

Why use the FEFCO Common Footprint?

Common Footprint provides standardised trays with variable heights, allowing stable mixed loads and providing the best use of space meaning that road fuel is optimised and the environmental impact reduced. Harmonised external dimensions provide more efficient storage, protection, and transportation than ever before. The new standard brings space and cost savings throughout the supply chain and contribute to a cleaner environment.

For more information about the stamp, the rights of use and the outside dimensions please visit FEFCO web site, where a CF dedicated section is available from FEFCO home page www.fefco.org, by simply clicking on the CF stamp.



FEFCO brochures on the move

FEFCO Activities

- **Update on FEFCO campaign brochures**
New Brochures "Corrugated board the natural choice"



This brochure highlights the sustainable attributes of corrugated packaging, with emphasis on its use in logistics and retail activities. This brochure details why corrugated board makes ecological sense; and outlines the logistical benefits for retailers.

- New brochure "The FEFCO Common Footprint"



A major initiative for the supply chain, this brochure explains the essentials of efficient fruit and vegetable logistics and why the FEFCO Common Footprint (CF) European standard guarantees safe and efficient stacking of all fruit and vegetable trays.

All of the information may be accessed directly from the FEFCO home page by clicking on the CF stamp.

All of these brochures may be found in the publications/brochures section of the FEFCO web site <http://retail.fefco.org>.

For more information, please contact Gudrun Klopfer, Retail Packaging Director: gudrun.klopfer@fefco.org

- **Update on EU Affairs**

FEFCO is providing a new service to its members and we have created an overview on European legislation where we are describing issues in the pipeline; where we stand and what are the next steps. A glossary can be found at the bottom of the paper. The overview will be updated regularly; you can find it in the "members only section" of our website in the EU Affairs section.

If you have difficulties with your password, please contact FEFCO Secretariat at +32 2 646 40 70

- **FEFCO Workshops Agenda 2009**

12-13 March 2009

E-Commerce Workshop - La Redoute

FEFCO's ComCom and ONDEF have organised a workshop which will offer you the occasion to visit the "La Redoute" Distribution Center and to experience the conditions of packaging in the field of E-Commerce. This workshop will also give you a better understanding of the European trends in E-Commerce.

For more information, please contact Nathalie Schneegans, Communications Director: nschneegans@fefco.org or visit the event section of the FEFCO web site.

- 29 April 2009 - Hotel Metropole - Brussels

Competitors Packaging Material for Fresh Products (With a focus on fruit and vegetables in Europe)

For more information, please contact Gudrun Klopfer, Retail Packaging Director: gudrun.klopfer@fefco.org

NADS Activities

- **Unintended Consequences – CPI Press Release**

In a recent Press Release, the Confederation of Paper Industries exposes the negative environmental impact that may arise from the distribution of fresh produce in plastic trays rather than corrugated. Andrew Barnetson (CPI), argues that companies deciding to use plastic trays become subject to the law of unintended consequences, and that the result of such a decision may be a negative impact on the environment in the form of higher transport costs. He goes on to give some examples and explains why reuse is not always better than recycling. He emphasises the fact that companies need to take fully into account the transport implications of using plastic trays, which may negate the benefits of returnable systems, and he calls for a re-examination of all the facts before making any decision.

Please contact Andrew Barnetson, Corrugated Sector Manager at +44 777 577 1662 - email: abarnetson@paper.org.uk for a copy of the Press Release.

Calendar of Events

- **2009 ICCA/WCO Global Corrugated/ Containerboard Summit**

April 20-23, 2009

Imperial Hotel, Tokyo, Japan

The next decade: How will you compete and thrive? For more information or to register, visit www.iccanet.org.



- **15th FEFCO Technical Seminar**

6 – 8 May 2009

ESTREL Convention Centre

Berlin, Germany

www.fefco.org/?berlin



Industry Events

- **Sino-Corrugated**

7-10 April 2009

Shanghai New International

Expo Centre

Shanghai, China

www.sino-corrugated.com

Other Events

- **Retail Week Conference**

18 - 19 March 2009

London, UK

www.retailweekconference.com

- **Ipack-Ima**

24-28 March

Fiera Milano - Milan - Italy

www.ipack-ima.com

- **Conference on Pharmaceutical Packaging and Labeling Congress 2009**

30 – 31 March 2009

London, UK

www.visiongain.com

- **Cosmoprof / Cosmopack 2009**

02 – 05 April 2009

Bologna, Italy

www.cosmoprof.it

- **HISPACK, International Packaging Fair**

11 - 15 May 2009

Barcelona, Spain

www.hispack.com

FEFCO

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