

The **corrugated cardboard** industry's **essential** role during **COVID19**

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Editorial



Joost Simons
President CBA

Dear Member

The world around us has changed rapidly in a short period of time, and the global coronavirus pandemic has set in motion a wave of change with many consequences. The way we live, interact and do business have all been radically impacted. Unfortunately, this has also meant that our Summit in Amsterdam has had to be cancelled. We of course understand the decision of national authorities to forbid public events in order to protect the health and safety of their citizens. Besides this, we know that many companies do not want their employees to make non-essential travel.

Naturally, our industry's biggest priority at the moment is keeping corrugated plants running so that vital goods such as food, medicine and medical equipment can be transported to stores, pharmacies and hospitals. We also need to maintain the flow of goods across national borders. FEFCO and the national associations have been doing great work in pushing for our business to be classed as 'vital' by the EU institutions. This is to ensure that transportation continues, specifically of crucial goods from the food and medical sectors. Corrugated has proved to be an essential link in Europe's supply chain in these difficult times, and our plants are doing great work in keeping supplies moving.

We hope you, your families and colleagues are in good health and stay safe. We very much look forward to seeing you at the postponed Summit in 2022 in the beautiful city of Amsterdam, one of the most fascinating cities in the world!

We very much look forward to seeing you at the postponed Summit in 2022 in the beautiful city of Amsterdam



FEFCO postpones its Summit 2020

FEFCO has postponed its Summit 2020 because of the COVID-19 pandemic. The new date will be announced at a later stage, nevertheless we can already confirm that the summit will be held in Amsterdam in 2022.

FEFCO will refund all members who have already registered. You will receive a credit note to cancel the Summit invoice and a refund of the Summit fee.

To avoid extra charges, we will do our best to use the same payment means that you used to settle your registration fee (credit card, PayPal or bank transfer).

Please contact FEFCO's accountant leila.houari@fefco.org if you have not received your refund.

If you are experiencing difficulties in having your hotel costs refunded, please let us know.

Our gratitude goes to all those who were involved in the preparation of this event, namely the Dutch association, speakers and the FEFCO team. They worked hard to create an inspiring event. We are confident that the Summit in

2022 will be a very special one. By then many new trends will have emerged as a result of this current crisis. We may have rethought the way we operate, and Europe might have redefined its priorities. Clearly this will be the right moment to look back and reflect on the lessons learned from this current crisis.

We look forward to welcoming you in 2022 and at other FEFCO events including the Technical Seminar in 2021.



Corrugated cardboard

keeping the supply chain **strong**



In 2016, under the supervision of the Market & Environment Committee chaired by Gary Saunders, FEFCO embarked upon a communication campaign to disseminate the benefits of corrugated to EU Policy makers, end-users, retailers, packaging end-users and consumers.

The campaign has evolved over the years. FEFCO has fine-tuned its messages for maximum effectiveness and responded to unforeseen circumstances - something we are doing at this very moment due to COVID-19. While we are currently overseeing a wide-ranging communications effort to disseminate information about corrugated cardboard's vital role in Europe's food, medicine, and medical equipment supply chains, we would also like to take a look back at some of our work since the beginning of the campaign.

In 2016 the campaign spread some excellent research results conducted by the University of Bologna, which proved that corrugated packaging could keep produce

fresh for longer than other packaging options. Since 2017, FEFCO has been building its social media presence and has intensified its online communication through various channels.

Over the past three years, running under the slogan "Circular by Nature", the campaign has promoted the fundamental advantages of corrugated cardboard. It has focused, in particular, on the importance of sustainable packaging for the logistics supply chain, e-commerce, retail and end consumers.

As policymakers and consumers grow more concerned about the environment, and the anti-plastic movement gains momentum, the circularity and renewability of corrugated is even more relevant than ever!

Of course, FEFCO is closely monitoring the development of the COVID-19 pandemic, and how it affects our members and their employees. We believe that reminding the public, as well as partners and high-level decision-makers, of the essential role corrugated cardboard plays in maintaining the supply chain, should be a communications priority.

Be part of the industry online community!

In this context it is important to show the power of the industry community. We ask you to share content and engage with us. What can you do? Spread our messages, make this campaign yours. Multiplying messages all over Europe means higher impact!

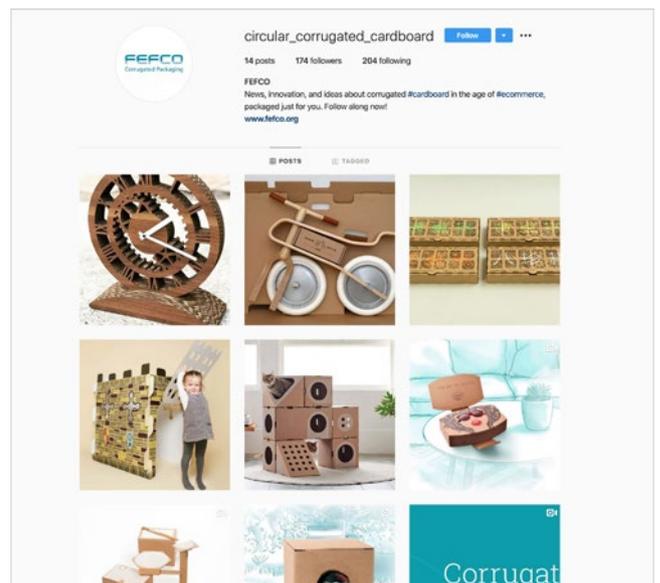
Follow FEFCO and your national corrugated packaging association on channels such as Twitter, Facebook, LinkedIn, Instagram and YouTube.

You can follow the conversation by searching [#CircularByNature](#)



FEFCO Instagram account

[Circular_Corrugated_Cardboard](#)





Winners of the 2020 ERPC Awards

On 21 January 2020, the European Paper Recycling Awards took place at the European Parliament in Brussels. It was hosted by Jytte Guteland, Member of the European Parliament Committee on the Environment, Public Health and Food Safety.

This event, run by the European Paper Recycling Council (EPRC), rewards European projects, initiatives or campaigns that change the way paper is recycled in Europe and helps the industry achieve the ambitious goal of a 74% paper recycling rate by 2020.

The first winner was German company Repulping Technology GmbH & Co. KG. It has invented a new technology that makes the extraction of pulp fibres for recycling from products consisting of paper and other materials a lot easier and more energy efficient.

Pro Carton won the EPRC award for Information and Education for its TICCIT initiative (Trees Into Cartons, Cartons Into Trees). This Schools' Educational Programme was initiated by the Paperboard Packaging Council in the USA. It aims to teach children, aged

8 to 11, about cartons, recycling and the environment. Pro Carton brought it to Europe, and it is the first of its kind covering such a wide geographical scale.

Watch the video and visit the media gallery at www.paperrecovery.org/recycling-award/



It was a great pleasure to attend the European Paper Recycling Awards yesterday & celebrate some outstanding new ideas for recycling paper products! For some photos of the event & its speakers



Jytte Guteland
MEP



Recycling is the promise to save resources by repeatedly using them. Events like the European Paper Recycling Awards are so vital because they foster and enable innovative ideas for recycling!



Angelika Christ
EPRC Chairwoman



FEFCO is glad to be at the European Paper Recycling Awards 2019! This event recognises excellence in building awareness of recycling and technical achievement in improving paper recycling technology.



From left to right: Jytte Guteland - Swedish MEP, Angelika Christ - Chairwoman EPRC, Ulrich Leberle - EPRC Secretary, Tony Hitchin - Pro Carton General Manager



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EU activities

Europe is going all green with a touch of blue. It was a promising start just before the onset of the COVID-19 pandemic.

The Commission's priority at the moment is the health of the people. It is coordinating a common European response and supporting countries where needed. Different measures are being taken, including the reinforcement of the public health sector and donation of protective and medical equipment. The Commission also supports the cross border movements of workers in essential businesses to guarantee continued production and services, and cross-border management and green lanes to ensure the continuous supply of goods and services vital to fight the outbreak. The socio-economic impact of the pandemic is expected to be enormous and the first signs are already showing. The Commission is mobilising billions of euros in an organised and comprehensive EU economic response to support small businesses and the health care sector. It has also launched an initiative to preserve jobs and help families. A high-level team of Commissioners led by the Commission President is coordinating the common EU response to the pandemic.

The EU continues to work on all other policy areas paving the way for a greener future with a touch of blue. The EU Green Deal published by the new Commission in December 2019 is considered the new growth strategy for Europe. It should lead to economic growth while preserving the planet's resources, reducing waste, preventing environmental pollution and bringing climate neutrality to the



EP Extraordinary Plenary session to announce the results of the final vote. © European Union 2020 - Source : EP.

continent. This highly ambitious strategy can bring real growth opportunities for the corrugated industry. The good news is that corrugated is already green!

Many new policies and strategies are expected as part of the Green Deal and a good number of them will have an impact on corrugated companies. Examples are the new Circular Economy Action Plan, the new Farm to Fork Strategy, the new EU Forest Strategy, the Chemical Strategy for Sustainability and the new EU Climate law, setting a 2050 climate neutrality objective. Some of these strategies and action plans have already been published, others are expected in the course of 2020 with possible delays due to the COVID-19 pandemic.

The new Commission roadmap is very ambitious in terms of goals and timing – with a strong start in 2020 shaping the Commission's work for the future. With many policy areas being covered, good alignment between the new initiatives is paramount to ensure coherent development and implementation.

The new Circular Economy Action Plan is considered the heart of the new growth agenda for Europe. It will introduce a sustainable product policy to support design for circularity and prevent harmful products on the EU market. It will also increase the responsibilities of producers to ensure the sustainable performance of products and will empower consumers to contribute to the circular economy. The focus will be on key products and value chains, among them packaging, plastic and waste. The Commission will continue with the review of the essential requirements for packaging and consider additional measures like *“reducing (over) packaging and packaging waste”*, *“reducing the complexity of packaging”* and *“driving design for re-use and recyclability of packaging”*.

The Commission recognises that circularity in the production process is an essential part of the transformation and will be “supporting the sustainable and circular bio-based sector through the implementation of the Bioeconomy Action Plan”.

The new circular economy will pave the way for “high quality, functional and safe products” – sounds like it was made for corrugated packaging!

2020 continues to be a very active year for the legislators, it will pick up with full speed soon. FEFCO will follow all relevant activities closely to ensure corrugated is fit for the new green future of Europe.

Launch of Benelux CFQ standard for fruit and vegetable trays

“For longer life and better logistics”



In the Benelux, CFQ (Common Footprint Quality) was introduced to satisfy the market's need for top-quality packaging for fruit and vegetables. The official launch of the CFQ standard took place at Fruit Logistica on 5 February 2020 in Berlin, by CBA (Corrugated Benelux Association) in collaboration with the Dutch Fresh Produce Centre. "Increasing the sustainability and stackability were the main objectives when developing this CFQ standard. We guarantee maximum strength for these CFQ boxes. They can endure long-distance transport through Europe and trucks can be loaded in the most efficient way. This is profitable for the trader and the retailer and the consumer gets a better and fresher product", said Peter van Ostaijen of CBA.

The Dutch CFQ standard, which is based on the FEFCO CFQ, was launched by CBA in collaboration with the fruit and vegetable sector and is now already produced by five corrugated companies

in the Benelux. These are De Jong Packaging, Smurfit Kappa Benelux, DS Smith Packaging Benelux, Pacapime Belgium and VPK Packaging Benelux. The boxes produced under the CFQ label are ideal for transport. They are strong, protect the products and are completely interstackable. An independent agency audits the CFQ standard so that a box produced under the CFQ logo actually meets the requirements and specifications.

“Standardising these fruit and vegetable boxes means having the same tray sizes, holes and strength. A mixed pallet can be prepared more easily when you have different sorts of fruits and vegetables on one pallet. In addition, the stacking of the boxes on pallets is optimal and more stable. There are no losses during transport. Producers and traders can also switch easily between different layouts and printing, thanks to the standard box dimensions”, says Wim Rodenburg of Fresh Produce Centre.

Read about CFQ on the website

You will find all the information about the CFQ standard on the website www.cfqbenelux.org as well as on the FEFCO CFQ web page. You can also see which Benelux suppliers produce corrugated and/or solid board CFQ boxes.

Portal for tray suppliers

A digital environment has also been developed within the Benelux CFQ website where box producers and suppliers can consult the standardized dimensions and specifications of the boxes. Producers and suppliers can request a login for this special part of the website.



More information

Peter van Ostaijen,
Corrugated Benelux Association (CBA).
+ 31 (0) 6 515 33 053

In 2020 FEFCO updated the **International Good Manufacturing Practice (GMP) Standard for Corrugated Board**. The new version is on the FEFCO website. The update includes a review of the acceptance conditions and procedures for certifying bodies with respect to the right to perform audits against the FEFCO GMP Standard.

All actors in the food supply chain are responsible for ensuring the quality, safety and hygiene of food, which includes its packaging. All potential hazards in a corrugated board plant can be controlled by using the GMP standard!

FEFCO was a pioneer in creating a GMP Standard dedicated to a specific material, i.e. corrugated board packaging. The standard was developed as a service to members producing corrugated for food applications. It was launched in 2003 and updated in 2006.

The goal of the GMP Standard is to support companies in fulfilling their legal obligations according to EU Regulation 1935/2004 for food contact materials and EU Regulation 2023/2006 on good manufacturing practices.

The FEFCO GMP is an international standard adapted to corrugated board and respects all its specific qualities (versatility, lightness, strength, recyclability). The implementation of the Standard confirms that there is a monitoring and control system in place at each manufacturing plant. The system should ensure traceability and covers all quality and hygiene parameters from the purchase of raw materials through to the delivery of the final product to customer premises.

The GMP Standard allows certification bodies to audit against standard requirements with a pre-defined audit format. This guarantees uniformity and transparency for corrugated board users. The application of the auditing scheme resulting in certification guarantees the correct implementation of the standard.

FEFCO GMP

International Good Manufacturing Practice Standard for Corrugated Board



The advantages of corrugated companies applying the FEFCO GMP Standard are:

- uniform GMP requirements for the corrugated board industry
- uniform audit approach
- one audit instead of several (customer) audits
- reduction in time and costs
- independent 3rd party audit and certification
- support compliance with legal requirements

FEFCO WORKSHOP

Process control in a corrugated plant

13 October 2020 | Maritim Hotel Düsseldorf

FEFCO
Corrugated Packaging

If the COVID-19 situation allows it, FEFCO will be organising its fifth one-day workshop on 13 October 2020 at the Maritim Hotel in Düsseldorf.

These one-day events are dedicated to a specific technical topic in the corrugated production process, which is of high interest to our members and suppliers.

In 2020, the focus will be on process control in the corrugated plant, covering both corrugators and converting machines. The programme will explore different board inspection and control systems which monitor and detect failures. Board quality, board and box caliper, moisture profile, folding quality, printing quality and other parameters will be discussed to ensure high production

efficiency and optimal product quality. The aim is to exchange good practice and to learn from the experience of people working with process control systems at corrugated plants. This will be a unique opportunity to see existing systems and new developments applicable to our industry and discuss with colleagues future challenges and opportunities.

FEFCO activities

National Association Directors

FEFCO welcomes

Mr. Buğra Sükan (Dunapack Packaging) as incoming President of OMÜD (Turkey) replacing Mr. Mehmet Nuri Gorenoglu (MIZAN).

Since 27 March 2020 OMUD has a new Secretary General **Ms. Umay Yılmaz** replacing Mr. Levent Deniz who is retiring after 9 years of service in OMUD.

FEFCO welcomes **Mr Walo Hinterberger** as incoming President of SVVL (Czech Republic) thanking Adam Wisinger (Mondi) for his service over the past years.

We welcome **Mr. Buğra** and **Ms. Yılmaz** and extend our thanks to Mr. Gorenoglu and Mr. Deniz for the commitment they brought to their respective roles during their tenures at OMÜD and FEFCO.

Joint Industry Task Force

FEFCO's Technical Director, **Krassimira Kazashka**, will be the new chairwoman of the Packaging Inks Joint Industry Task Force (PIJITF). The Task Force acts as a platform for collaboration along the printed food contact material value chain on issues of common interest.

FEFCO press release

On 11 March 2020 FEFCO issued a press release on the European Commission's new Circular Economy Action Plan. Please read the FEFCO statement on Corrugated circularity and sustainability. You will find it in the media/news section of the FEFCO website and on the latest updates on the FEFCO home page.



FEFCO members are free to use the **Circular by Nature logo**.

For additional information please contact Nathalie Schneegans Communications Director at nschneegans@fefco.org.

Press releases and statements related to COVID-19

18 March 2020

FEFCO was among the first associations to publish an update regarding the essential role of corrugated packaging in the COVID-19 crisis.

You can find this press release "COVID-19 Corrugated industry provides sufficient transport packaging" on the FEFCO website.

Other industry statements and press releases

18 March 2020

The International Confederation of Paper and Board Converters in Europe (CITPA) published a press release: "Cross border transport of raw materials, goods & packaging should continue." It followed a statement sent to the Commission requesting EU support on key issues to keep the supply chain running.

You can find it on the CITPA web site in the news section : www.citpa-europe.org

26 March 2020

The European Paper Recycling Centre (EPRC) published a press release regarding the importance of waste collection and recycling of used paper in times of health crisis.

It is available on the FEFCO site in the media headline then in the press-releases-others section and also on the FEFCO home page.

27 March 2020

COVID-19 - The packaging supply chain for food and pharmaceutical products is essential to maintain security of supply

As a response to the COVID-19 situation, several associations joined forces and issued a statement calling on the Commission to protect and guarantee the supply and transport of packaging for food and pharmaceutical products. This includes their supply chain, raw materials and intermediate products.

FEFCO events scheduled

FEFCO Summit - postponed to 2022

Amsterdam
The Netherlands

FEFCO Workshop

Process control in a corrugated plant
13 October 2020 - Maritim Hotel Düsseldorf

Other postponed events new dates

Interpack - postponed

25 February - 3 March 2021
www.interpack.com

Cosmoprof Worldwide Bologna

3-7 September 2020
www.cosmoprof.com

Drupa - postponed

20-30 April 2021
www.drupa.com

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