

Produced by the European Federation of Corrugated Board Manufacturers

To the store, in the store: corrugated works



FEFCO
17TH MARKETING CONGRESS
4-5 OCTOBER 2007
ATHENS



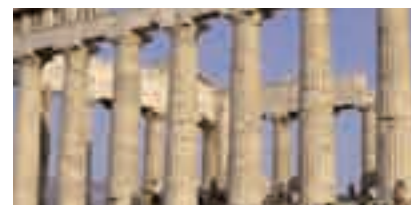
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FEFCO
TECHNICAL
SEMINAR **NICE '07**

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ANNE-SOPHIE DUCHENE
COMMUNICATIONS MANAGER, FEFCO
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Editorial

Highlights of the last few months include of course the Technical Seminar in Nice, but also other important initiatives which you can read about in this issue of FEFCOConnect: IGD/Tesco Workshop, preparations for the Marketing Congress.

We welcome the arrival of FEFCO's new secretary general

We also welcome the arrival of FEFCO's new secretary general. Mrs. Angelika Christ started on 1st June 2007, taking over from Mr. Anders Hildeman of SCA who was acting Secretary General since February 2007. For the past ten years Mrs Christ has led the German Corrugated Board Association (VDW) in her function as Director General. She was already closely involved in the work of FEFCO, and became Treasurer in 2003.

A review the latest news from partners and stakeholders is available on p 11, and finally please continue to send us your press releases, ahead of the next issue in November 2007.

We look forward to seeing you all in Athens.

Anne-Sophie Duchene

Address by Angelika Christ, new Secretary General of Fefco



I assure you that I will use all my power to meet your expectations. After 27 years in industry associations, 11 of them in VDW, the German association, I feel well equipped to structure the tasks and to lead FEFCO on the road to success.

An association is like an orchestra

But the success of an association is never achieved by one person alone. An association is like an orchestra: Many instruments have to play in harmony together in order to create a symphony. What does that mean for FEFCO? We – the FEFCO team - need your support in detecting the issues to deal with; we need your expertise in market knowledge and technical issues; we need your data in order to provide you with good statistics.

Dear Fefco Members,

I am happy to announce that I have taken up my work as Secretary General of FEFCO on 1st June in the Brussels office.

In the past weeks I received many comments establishing that you have high expectations in my personal performance and therefore in the performance of FEFCO.

In that respect I would appreciate your support and I am convinced that I can rely on your good-will. I am looking forward to an excellent and fruitful cooperation.

Best Regards

Angelika Christ
Secretary General



www.fefco.org
on average 12000 visits every month, and over 20000 pages viewed

FEFCO
European Federation of
Corrugated Board Manufacturers

FEFCO Technical Seminar 2007



FEFCO display at the Technical Seminar

For the 14th time, the European Corrugated Board Industry met at the Acropolis Conference Center in Nice, France, for the 2007 Technical Seminar from April 25th to 27th. This long lasting initiative is designed by FEFCO's Production Committee to provide a meeting place for the industry and its suppliers.

The Technical Seminar is the only European platform for suppliers and corrugated packaging manufacturers to meet to bring about innovative solutions and a vision for the industry's future. FEFCO was hopeful to meet as many representatives of independent integrated corrugated box plants and smaller converting plants as possible.

More than 90 companies coming from 17 countries presented their latest products



and services to trade visitors from all over Europe and beyond, and over 800 participants gathered in Nice for the occasion. Visitors could explore the many advantages of sharing and discussing successes and challenges with their peers, in a meeting brought together by FEFCO as the European Industry Federation,

and its members. For twenty-three percent of our participants, this was their first technical seminar.

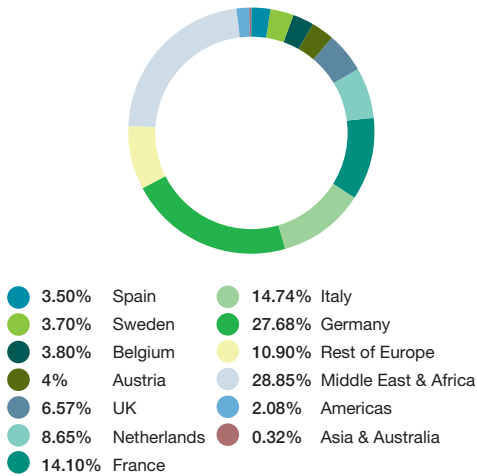
The Technical Seminar is the only European platform for suppliers and corrugated packaging manufacturers to meet to bring about innovative solutions and a vision for the industry's future.

"This is a technical seminar, but not only about nuts and bolts and technology. It is a seminar about a changing world, and how to find opportunity in crisis and turn it to the industry's advantage", said the seminar opening speaker, FEFCO Vice-President John Williams of SCA. Also on stage was Bob Delbecque, Court Jester, and in some ways, challenger of the way the corrugated industry currently operates. His many interventions were the red thread of the programme and gave food for thought. He encouraged the participants to innovate and to look for new ways to run their operations, with a different mindset.

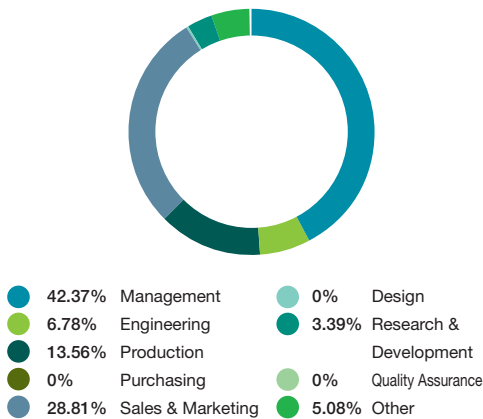


Preliminary results of the participants' survey

Geographical spread of participants



Career Positions of Participants



The best-rated presentations were (according to votes):

- 1 'How Cooler Corrugating can Heat Up Savings !' by **Mr. Herb Kohler** and 'Rules, Tools, and Procedures of Rotary Diecutting' by **Mr. Jan Wigmore** and 'Life Cycle Thinking' by **Mark Goedkoop** (all three tied for first)
- 2 'Latest findings in the Flatbed Diecutting Process' by **Mr. Franz Vossen**
- 3 'Regulatory Developments and their Impact on the Corrugated Industry' by **Mrs. Hanneke De Leeuw**

The exhibition featured mostly machinery and accessories suppliers, but also saw an increased presence by software companies. Visitors and exhibitors had many opportunities to mingle, amongst which the after-show cocktail that took place on Thursday evening, sponsored by APEX group of companies. List of 2007 exhibitors:

ABSOLUTE ENGINEERING	WWW.ABSOLUTE-ENG.COM
ADALIS CORPORATION	WWW.ADALISCORP.COM
AGNATI	WWW.AGNATI.IT
ALLIANCE MACHINE SYSTEMS EUROPE (AMSE)	WWW.ALLIANCELLC.COM
APEX EUROPE	WWW.APEX-EUROPE.COM
ASITRADE	WWW.BOBSTGROUP.COM/ASITRADE
AUTOBOX LIMITED	WWW.AUTOBOX.CO.UK
AVANTI CONVEYORS LTD	WWW.AVANTI-CONVEYORS.CO.UK
BCM TRANSTECH A/S	WWW.BCM.DK
BEMA SRL	WWW.BEMAAUTOMAZIONI.IT
BGM BAHMULLER UND GOPFERT	WWW.GOEPFERT.DE
BGM BAHMULLER	WWW.BAHMUELLER.DE
BHS CORRUGATED MASCHINEN -UND ANLAGENBAU GMBH	WWW.BHS-CORRUGATED.DE
BHS SERVICES GMBH & CO.KG	WWW.BHS-CORRUGATED.DE
BINI	WWW.BINIEC.COM
BOBST GROUP (BOBST - MARTIN - ASITRADE - RAPIDEX)	WWW.BOBSTGROUP.COM
CARGILL	WWW.CARGILL.COM
CASTALDINI	WWW.CASTALDINI.IT
CELMACCH	WWW.CELMACCH.IT
CURIONI	WWW.CURIONI.IT
CYKLOP	WWW.CYKLOP.DE
DIETEC ASAHI	WWW.DIETEC-ASAHI-EUROPE.COM
DUCKER CORRPAL AB	WWW.CORRPAL.COM
DUPONT DE NEMOURS	WWW.LU.DUPONT.COM
DURAN MACHINERY	WWW.DURANMACHINERY.COM
DURST DIGITAL TECHNOLOGY	WWW.DURST-ONLINE.COM
EMBA MACHINERY AB	WWW.EMBA.COM
ERHARDT + LEIMER CORRUGATED GMBH	WWW.EL-CORRUGATED.DE
ERO GLUING SYSTEMS	WWW.ERO-GLUERS.COM
ESCADA SYSTEMS	WWW.ESCADASYSTEMS.CO.UK
ESKO-GRAPHICS NV/SA	WWW.ESKO.COM
FOSBER SPA	WWW.FOSBER.IT
FOSSALUZZA SRL	WWW.FOSSALUZZA.COM
FRIESE GMBH & CO. KG	WWW.FRIESE-ROCKWELLE.DE
FUNCTION CONTROL RESEARCH	WWW.FUNCTIONCONTROL.COM
GIARDINA GROUP	WWW.GIARDINAGROUP.COM
GÖPFERT	WWW.GOEPFERT.DE
GUALCHIERANI	WWW.GUALCHIERANI.IT
IMG KLETT GMBH	WWW.IMG-KLETT.COM
INFRAMATIC APS	WWW.INFRAMATIC.DK
INTERPACK	WWW.INTERPACK.COM
JB MACHINERY INC	WWW.JBMACHINERY.COM
KIWIPLAN	WWW.KIWIPLAN.COM
KOHLER COATING	WWW.KOHLERCOATING.COM
KORSNAS	WWW.KORSNAS.COM
LATITUDE	WWW.LMC.COM.TW
LOGITEC	WWW.LOGITECSRL.IT
MARBACH KARL GMBH	WWW.MARBACH.COM
MARQUIP WARD UNITED	WWW.MARQUIPWARDUNITED.COM
MARTIN	WWW.BOBSTGROUP.COM/MARTIN

MHI EQUIPMENT EUROPE BV	WWW.MHIMEE.NL
MINDA INDUSTRIEANLAGEN GMBH	WWW.MINDA.DE
MORISI FRANCO SRL	WWW.MORISI-FRANCO.IT
MOSCA FRANCE	WWW.SOFRAGRAF.COM
M-REAL	WWW.M-REAL.COM
MUHLEN SOHN GMBH	WWW.MUEHLEN-SOHN.DE
N.E. ENGINEERING SRL	WWW.NE-ENGINEERING.COM
NEUGEBAUER SOFTWARE	WWW.PCTOPP.COM
NORDSON PPC FOCUS MARKETS	WWW.NORDSON.COM
OM PARTNERS N.V.	WWW.OMPARTNERS.COM
PIVAB MACHINERY AB	WWW.PIVAB.COM
RAPIDEX	WWW.BOBSTGROUP.COM/RAPIDEX
RECYL	WWW.RECYL.FR
REVICART SRL	WWW.REVICART.IT
RHAPSO	WWW.RHAPSO.FR
RODA CONVERTING SA	WWW.RODA-CONVERTING.COM
ROLPEX LTD	WWW.ROLPEX.CO.UK
RTS	WWW.RTSYSTEM.COM
S.E.E.M.I.	WWW.SEEMI.FR
SIGNODE CONTAINER PACKAGING BVBA	WWW.SIGNODE.COM
SIMEC GROUP SRL	WWW.SIMECGROUP.COM
SIMON CONTAINER MACHINERY GMBH	WWW.SIMON-CONTAINER.DE
SOLVAY SOLEXIS SPA	WWW.SOLVAYSOLEXIS.COM
SUN AUTOMATION INC.	WWW.SUNAUTOMATION.COM
TALLARES SERRA	WWW.SERRA.COM.ES
TAPPI	WWW.TAPPI.ORG
TERDECA CMG GROUP	WWW.TERDECA.COM
TEXO INDUSTRIES SPA	WWW.TEXOINDUSTRIES.IT
TIRUÑA S.L.	WWW.TIRUNA.COM
VANTAGE POINT	WWW.VPGROUP.COM
VEGA	WWW.VEGAGROUP.IT
VOITH	WWW.VOITH.COM
VONDERHEIDEN	WWW.VONDERHEIDEN.COM
WALKI WISA GROUP	WWW.WALKIWISA.COM
WELLPACK CORRUGATED EQUIPMENT	WWW.WELLPACKTAPER.COM
WILHELM BAHMÜLLER MASCHINENBAU-PRÄZISIONSWERKZEUGE GMBH	WWW.BAHMUELLER.DE
WITRON	WWW.WITRON.DE

FEFCO Vice-President
John Williams and
Court Jester Bob
Delbecque



An edifying highlight of the programme was the presentation by **Al Gore** Ambassador **Serge de Gheldere**, on the impact of climate change. Based on movie **'The Inconvenient Truth'** the lecture was a warning to the industry globally, but also to each individual, that our habits and current processes ARE slowly destroying the planet. He also made an insightful and compelling presentation on Sustainable Engineering: Total Concept Engineering in Other Industrial Sectors. Together with a panel of industry experts including **Teresa Presas**, Director General of CEPI (Confederation of European Paper Industries), Serge answered questions from the press, and shared his positive view on the approach and steps already taken by the paper and board industry.

An edifying highlight of the programme was the presentation by Al Gore ambassador Serge de Gheldere, on the impact of climate change.

The programme of the seminar also aims to provide a real tool box for production managers, and featured several hands on sessions about energy management, corrugating processes, and printing and diecutting techniques. A new feature of the programme this time was information on the practical implications for the industry of recent developments in EU legislation.

Additionally, FEFCO's Production Committee attributed three awards to suppliers who had impressed with their presentations and innovations:

Best Innovation

► **Gold Award**

Göpfert Machinebau; Evolution HBL New generation of Quick Set Rotary Die Cutter presented by **Mr. Ralf Schiffmann**.

► **Silver Award**

Bobst; 5000 Sqm per open hour on a flat bed diecutter, Mastercut 1.7 and 2.1 presented by **Mr. Sylvain Rebet**.

► **Bronze Award**

Mosca-Getra; Worldpremiere: Ultrasonic Palletstrapping Technology for the CB industry presented by **Martin Müller**.

Best Presentation

Avanti Conveyors; Simulated or Real Success?
Presented by **Mr. Keith Mander**.

Last but certainly not least, FEFCO would like express their greatest appreciation and thanks to:

► The sponsors:



APEX Group of Companies, for their sponsorship of the internet café and Kiwiplan for their sponsorship of the Thursday cocktail.



From left to right : Kurt Jensen, Keith Mander, Martin Müller, Sylvain Rebet, Ralf Schiffmann and Hedwig Vanpoucke



Martien Hendricks from Apex Europe opening the cocktail reception



Bob Delbecque gives a copy of his book to Serge de Gheldere

► The Production Committee:

- **Walter DE SMEDT**
of SMURFIT KAPPA GROUP;
- **Roland FRITZ**
of LANGE AG;
- **Richard HÖFER**
of SCA PACKAGING WELPA
Wellpappenfabrik GmbH;
- **Kurt JENSEN**
of SMURFIT KAPPA EMBALLAGE AS;
- **Zafer KOLDAS**
of OVA-SCA Packaging;
- **Laszlo KOSCSO**
of RONDO KFT;
- **Dominique LAGARDE**
of SMURFIT KAPPA FRANCE;
- **Peter MACDONALD**
of SMURFIT KAPPA CORRUGATED
CASES;
- **Pedro MARTINEZ DE LA VEGA**
of SMURFIT KAPPA ESPANA S.A.;
- **Julian PACHNIEWSKI**
of VDW;
- **Pawel ROGALKA**
of VPK Spółka z.o.o.;
- **Rauno TAPIOLA**
of STORA ENSO PACKAGING
Oy Finland;
- **Hedwig VANPOUCKE**
of SCA PACKAGING BELGIUM n.v.
- **Ludwig ANCKAERT**
of FEFCO;

We hope that all our members were able to take full advantage of the opportunities available at this event!

We hope that all our members were able to take full advantage of the opportunities available at this event! If this Seminar has prompted interest in FEFCO's next events, please refer to <http://www.fefco.org/marketingcongress> for our next upcoming event – the 17th Marketing Congress in Athens, Greece the 4-5th October 2007.

ERRATUM



There were some contact errors for the details of the BOBST GROUP in the Exhibitors Catalogue at the 2007 Technical Seminar in Nice. The updated details are listed below. FEFCO apologizes for any inconveniences this may have caused. **Contact details BOBST GROUP**
www.bobstgroup.com

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Fax: +41 21 621 54 20

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www.bobstgroup.com/martin

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Tel: +33 4 72 14 74 74
Fax: +33 4 78 26 39 98

► ASITRADE

Email: sales.asitrade@bobstgroup.com
www.bobstgroup.com/asitrade

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Apex Group of Companies

'Spreading Quality'



Apex Group of Companies develops, manufactures and supplies anilox rolls, glue sets and products for service and maintenance. Apex has almost 20 years of experience in the Corrugated Industry and is proud to be the market leader in this industry.

By supplying high quality and innovative products, Apex has grown in the past 10 years from a small Dutch based company, into a worldwide producer of metering rolls. The family owned Apex has several production facilities and sales offices on different continents.

Innovation is not a one time only activity; it has become a core competence within the global Apex organization. The creation of new ideas requires focus and motivation and together with reliable partners we develop powerful concepts with a strong competitive edge. The most recent developments are as follows.

Anilox rolls



Apex is well-known as a leader in the field of anilox laser engraving. Particularly unique is the Ultra Melt™ laser technology. APEX uses this post-treatment technique to provide all of the laser engraved anilox rolls with a melted layer. Together with the high-density non-wetting ceramic, this results in superior ink release and better refresh rate

NEW! Revolutionary new types of engraving will be introduced soon. A complete new era in time has come in the flexographic industry printing on corrugated board.

Glue Sets



Apex is a supplier of new and refurbished glue and doctor rolls. The best option is a glue roll in stainless steel and a doctor roll with a ceramic layer. A longer operating life, less oxidation, greater resistance to damage, reduction of score lines and a lower TIR (Total Indicated Run-out) are some of the important advantages of this combination. Thanks to the many years of experience, Apex Europe can also be of help in adapting the line count and volume specifications of the roll.

NEW! Positive Reverse Engraving for better dosing of glue/coating onto Corrugated board resulting therefore in better printability.



Products for maintenance

For daily and periodical maintenance of anilox rolls Apex provides a wide range of cleaning products, mechanically cleaning systems for off-press and in-press cleaning of anilox rolls and the Ravol test for the measurement of the volume of the cells.

NEW! The Ravol Liquid Volume Test is the first and only quality-certified measurement system available in the market.



Global Approach, Local Service

Since our product is the key to your quality and success, it is essential to supply you with local technical support who speaks your language. Apex thinks globally and acts locally! Our network is increasing every year, we have now over 70

contact persons worldwide providing full service. This means consulting, training, auditing, transporting, warehousing, realizing flexible deliveries and therefore more than you may expect from a high quality manufacturer.

"We were very pleased that Fefco gave us the opportunity again to sponsor the Cocktail Party, where we could meet the Corrugated Industry again, in an informal way."

"We were very pleased that Fefco gave us the opportunity again to sponsor the Cocktail Party, where we could meet the Corrugated Industry again, in an informal way. We have enjoyed the evening very much and would like to take this opportunity to thank Fefco for the organization of this wonderful event". Marian Waterschoot, Managing Director Apex Europe B.V.

More information Apex Europe B.V.

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FEFCO Activities

On behalf of all its members **Dr Smurfit** would like to thank **Anders Hildeman** for helping FEFCO throughout the past few months, stepping in as interim Director General, and for his continued support as chairman of the Regulatory Affairs Committee.

The Communications Committee, the Regulatory Affairs Committee and the National Associations Directors all met while in Nice at the Technical Seminar.

FEFCO at Sino-Corrugated in Shanghai

FEFCO participated in the Sino-Corrugated trade show in Shanghai, China, with an 18m² booth to present the services of the federation, and especially to help launch the new version of the FEFCO codes. FEFCO's communications manager made a presentation during the technical seminar, with a demonstration of the new CDROM library of FEFCO standards. Held on March 28-31 the show attracted 512 exhibitors and over 16,000 visitors.



Anne-Sophie Duchene and Rachel Wang of Sino-Corrugated

Retail Ready Packaging Interactive Planning Sessions with Tesco



Participants get ready to work.

FEFCO was invited to Hatfield on the 5th-6th of June to attend the IDG Workshop: Retail Ready Packaging. This session was an exclusivity for FEFCO and 20 participants from 11 European countries attended this event. This session was designed to improve packaging by fulfilling four objectives for the participants. Objectives:



Shelf stacking exercise at Tesco.

1. to allow participants to experience real-life working conditions of how to open packaging and restock shelves with the pressure of achieving the "case rate";
2. to help participants identify opportunities to improve their packaging styles;
3. to learn and understand what the retailer's and Tesco's expectations are;
4. to acquire and share knowledge from the in-store exercises.

Participants were assigned interactive exercises through role-playing. Each participant had to choose a section of the store which inter-

ested them, ranging from biscuits to produce, and then play the 'assistant shelf manager' who must unwrap the packaging of products, restock shelves, and clear the packaging afterwards. This may seem an easy task; however, when put into a real-life context and under time constraints, the task was rigorous and proved to be very challenging.

The feedback from this session was very positive. Benefits identified:

- The opportunity to talk to shelve managers as well as to share documents and take pictures;
- Trying out different types of packaging – what works and what doesn't;
- The opportunity to identify differences between the green book and the reality of in-store;
- And finally, improving the understanding of what goes on behind the scenes at stores.

"This meeting was very well organized and it gave me everything I expected and more."

Ronald de Wildt,
SmurfitKappa

In conclusion there were a lot of practical benefits but there were still some concerns, such as: Is RRP a fashion or a long-lasting trend? Are Tesco's requirements in-line with those of other retailers? The concern of costs and how to share them along the supply chain emerged; and finally, the fact that sometimes it remains difficult to design a good RRP solution which also meets the demand for packaging reduction was an issue. Tesco's response is Innovation! Following the debriefing with TESCO and IGD the opinion of the participants was that the session represented value for money for 100% of them and that they learnt something new again for 100% of them.

The IGD website contains useful and practical information including the ECR, UK and EU Blue Book, date of coding of retail packaging, functional Retail Ready Packaging guidelines, RRP assessment tools, and a packaging glossary of terms. Please see the site for more information at <http://www.igd.com>; particularly the **distribution** section of the website.

FEFCO Marketing Congress 2007

4-5 October 2007



FEFCO is proud to announce that its **17th Marketing Congress** will take place **October 3rd-5th 2007** at the Divani Caravel Hotel. The congress has been conveniently organized so that all events take place in one location – the hotel. To take full advantage of this event, book before July 13th and receive an **early bird rate!** Register online at www.fefco.org

“To the store, in the store, Corrugated works!” is the title of the 17th Marketing Congress and is more marketing-oriented than ever before. A key theme to this conference is **value creation**, a major concern today as business markets continue to face price pressure from customers. The FEFCO Communication Committee has invited packing and supply-chain experts who will share their knowledge and expertise during sessions and workshops. These workshops have been cre-

ated in order to provide a more hands-on feel to the convention rather than simply providing lecture-sessions.

At the convention, FEFCO hopes to broaden the knowledge and understanding of our members’ Sales & Marketing experts, as well as young professionals, in the areas of evolving working environments and frequently changing supply-chain requirements.

Send your young colleagues to the congress Young, high-potential executives (30-years and below) have a great potential to take advantage of this seminar as an ‘intensive training session’ for a 50% discount when accompanying a colleague to the congress.

A variety of speakers are attending, ranging from corrugated industry professionals to

“To the store, in the store, Corrugated works!”

managers from Henkel, Carrefour, Deloitte, and IPI. Keynote speakers include Dr. Kumar from the London Business School and Professor Frédéric Fréry from the ESCP Business School in Paris. Dr. Kumar will analyze the current market situation with a customer-focus approach, describing how to demonstrate and document customer value, capture the value of supplementary services, and finally, effective pricing for profit.

FEFCO’s 17th Marketing Congress offers a truly beneficial experience with great insights and knowledge from experts in the field. Not only do the sessions and workshops provide valuable information and practical advice for our industry members, but it is also a great opportunity to meet your fellow European colleagues in a culturally vibrant atmosphere! The event will kick-off with a welcoming cocktail on the roof-terrace of the hotel on Wednesday evening, courtesy of the Greek Association, and Thursday evening Smurfit Kappa has sponsored a FEFCO dinner and cocktail! Furthermore, excursions around Athens after session-hours have been planned in order to allow our members to fully embrace the 17th Marketing Congress in its entirety.

Other Sponsorship Opportunities

Have you found the way to spread your message? Or may-be you have another idea to increase your presence? Do contact us for more information or to have a further discussion on the possibilities:

► **Anne-Sophie Duchene**

Communications Manager

Tel: +32 2 626 9835

Email: Anne-sophie.duchene@fefco.org

PROGRAMME

WEDNESDAY 3RD OCTOBER 2007

14.00 - 20.00 Arrival and check-in at the hotels
 19.00 - 20.00 **Welcome cocktail courtesy of the Greek Association**, at the Hotel Divani Caravel - Roof terrace

THURSDAY 4TH OCTOBER 2007

08.00 - 09.00 Arrival and registration at the Divani Caravel
 09.00 - 09.15 **Opening of the Marketing Seminar**
 Mr Dermot Smurfit, Smurfit (IR), President of FEFCO / Mr Imre Hopka (HU) Chairman of the Marketing Committee
 09.15 - 09.30 **Overview of the Greek corrugated market** Mr. Thomas Sefertzis, President of the Greek Association (Greece)
 09.30 - 10.10 **Outline of Packaging Trends - View of a customer!**
 TBA, Henkel
 10.10 - 10.30 Spotlights session to be confirmed
 10.30 - 11.00 Coffee break
 11.00 - 11.40 **An Overview of Retail & Consumer Trends**
 Mr Landre, Delloite, and Mr Gersbro, IPI, International Packaging Institute, (Germany)
 11.40 - 12.00 Spotlights session to be confirmed
 12.00 - 12.45 **Value Driven Strategies**
 Mr Frederic Fréry, ESCP Business School, (France)
 12.45 - 14.15 Lunch
 14.15 - 17.00 **Workshops: the challenge of Marketing for Profits**

- ▶ The Challenge of Marketing for Profits
- ▶ Optimum design for supply chain needs
- ▶ Communicating the value of corrugated's benefits along the supply chain
- ▶ Competitive materials - Latest developments
- ▶ The Carbon Challenge, developing a common approach and guidelines for the industry.

17.00 - 17.30 **Workshop Conclusions**
 17.30 **End of the first day**
 20.00 **FEFCO Cocktail and get together dinner**

FRIDAY 5TH OCTOBER 2007

09.00 - 09.10 **Introduction to the second day**
 09.10 - 10.15 **Competitive Materials - "How National Corrugated Associations deal with the fruit & vegetable market?"**
 Introduction by Paul Brown, S3 Corrugated Packaging Initiative
 09.10 - 09.35 Mr Claudio Dall'Agata, (Italy)
 09.35 - 10.05 Mr José Cabrera and Mrs Patricia Vallejo-Nágera, (Spain)
 10.05 - 10.30 Coffee break
 10.30 - 11.30 **Shelf Ready packaging - "What our customers want?"**
 10.30 - 11.00 **Part 1 Introduction to the ECR - RRP working group - input from the industry**
 Mr, Andrew Barnetson, CPI (UK)
 11.00 - 11.30 **Part 2 Retailer's SRP strategy**
 (Speaker to be announced)
 11.30 - 12.55 **Creating Customer Value: Moving Business Markets Beyond Price to Value**
 Professor Nirmalya Kumar, London Business School, (UK, India)
 12.55 - 13.00 **Conclusion & end of the FEFCO Marketing Congress**
 Mr Imre Hopka, Chairman of the Marketing Committee



FEFCO
17TH MARKETING CONGRESS
4-5 OCTOBER 2007
ATHENS

Sponsors



ΕΛΛΗΝΙΚΟΣ ΣΥΝΔΕΣΜΟΣ ΚΑΤΑΣΚΕΥΑΣΤΩΝ
 ΚΥΜΑΤΟΕΙΛΑΟΥΣ ΧΑΡΤΟΝΙΟΥ & ΧΑΡΤΟΚΙΒΩΤΩΝ
 Hellenic Association of Corrugated Board
 and Packaging Manufacturers

National Associations update



United Kingdom

► Launch of the "Corrugated Recycles" Campaign



At 84%, corrugated cardboard has the highest recycling rate of any type of packaging in the UK.

As a direct result, every four months an area the size of Greater London is saved from landfill. This is the message that the Confederation of Paper Industries (CPI) and the Sheet Plant Association (SPA) have united to spread through their latest campaign, "Corrugated Recycles".

The campaign adopts an internationally recognised logo, already widely used throughout the USA, Canada, Latin America, Japan and the Far East. It's objective is simple: to have the "Corrugated Recycles" logo printed in a clearly visible position on every printed corrugated container produced in the UK, thereby raising awareness of corrugated packaging's exceptional, but often under appreciated, environmental record.

Over the coming weeks, the campaign, supported by the International Corrugated Case Association (ICCA), will take steps to target all UK corrugated box manufacturers. Guidance notes will be circulated to sales and marketing personnel, and additional information will be provided for customers. For ease of implementation, in-house design teams will incorporate the logo into customers' existing packaging designs wherever possible. "We've noticed that consumers are becoming increasingly eco-conscious," commented Graham Sutherland, Chairman of the SPA, "demanding that packaging, which is necessary to protect their products, has minimal impact on the environment. Corrugated packaging delivers on this demand."

For more information, please go to: <http://www.paper.org.uk/corrugatedrecycles.htm>

Strategic Alliances

International Corrugated Case Association



The International Corrugated Case Association (ICCA) has released to its members the **Global Corrugated Forecast 2006-2010**.

Sixty-eight interviews were conducted at the senior executive level with major mills, converters, trade associations and other industry experts from each region around the globe. The forecast addresses economic and business prospects, key factors influencing corrugated production, and forecasts of corrugated production by country for nine regions around the world.

While the complete report is available only to ICCA and its member associations and companies, here are some highlights:

- Over the period of 2001-2005, global corrugated production grew by an average 3.9 percent per annum. Corrugated production has grown by an average of 4.5 percent per annum for the past three years.
- Over the next five years, corrugated production is forecast to grow at an average rate of 4.0 percent per annum.
- A modest recovery is expected in the most developed markets of North America and Europe.
- In most emergent regions growth rates will moderate. Growth in the Southeast Asia and Indian regions will accelerate as a result of India's much-improved prospects.
- The top fifteen countries, ranked by production in descending order, are: USA, China, Japan, Germany, Italy, France, Spain, UK, Brazil, India, Canada, South Korea, Mexico, Thailand and Russia.
- Over the five year period of 2005-2010, the global corrugated market will generate an additional 36 billion square meters of de-

mand. Fifty-four percent of this will be generated by China and India.

For more information, contact Peggy Lacy, ICCA Director Data Services, at +1-847-364-9600

The Board of Directors of the International Corrugated Case Association (ICCA) has elected new officers for the 2007 - 2009 term:

- **Chairman:** Miguel Sampol Pou (Chief Executive Officer, Klabin)
- **First Vice Chairman:** John Williams (President, SCA Packaging)
- **Second Vice Chairman:** Marc-André Dépin (Chief Executive Officer/ President, Norampac)
- **President:** Heather Marshall
- **Vice President for the Americas:** Dwight Schmidt (President, Fibre Box Association)
- **Vice President for Asia:** Tsunehiko Uchida (Managing Director, Japan Corrugated Case Association)
- **Vice President for Europe:** Angelika Christ (Secretary General, FEFCO)

For more information or questions, contact Heather Marshall at hmarshall@iccanet.org or +1-847-364-9600. www.iccanet.org



European Recovered Paper Council (ERPC)

► ERPC Launches First European Paper Recycling Award

Paper recycling initiatives are encouraged to apply for the first annual European Paper Recycling Award. NGOs, educational institutes, local authorities and industry have implemented many innovative projects to enhance paper recycling all over Europe. Each year, the award will identify projects, initiatives and/or campaigns that contribute to Europe's sustainability through activities focusing on paper recycling.

Eligible projects, initiatives or campaigns will fulfill one or more of the following criteria:

- Promote or encourage paper recycling
- Facilitate or improve paper recycling operations
- Raise awareness of recycling and how to recycle paper
- Improve the quality of recovered paper

The initiatives may be ongoing or completed, but they must already have started; however, not before January 2005.

All entries must be submitted by 31 August 2007 before midday Brussels time. An award ceremony will take place during the European Paper Week on 28 November 2007 in Brussels to honor the winners.

For more information on deadlines and registration, please contact the ERPC Secretariat, Jori Ringman, at +32 2 627 49 19, +32 478 255070 (gsm), erpc@cepi.org or visit www.paperrecovery.eu

► ERPC Translates European Declaration on Paper Recycling

After successfully launching the 'European Declaration on Paper Recycling' in 2006 the European Recovered Paper Council (ERPC) decided to translate the document into French, Spanish, German and Dutch. The translated .pdfs are now available on the ERPC website at www.paperrecovery.eu

The 'European Declaration on Paper Recycling' set an ambitious new target with the common goal of further increasing Europe's recycling rate to 66% by 2010. The new target would mean that some two tonnes of paper is recycled in Europe every second.

For more information please contact the ERPC Secretariat, Jori Ringman, at +32 2 627 49 19, +32 478 255070 (gsm) or by email to erpc@cepi.org Download the translations at www.paperrecovery.eu

Forest Industry Leaders Address Climate Change and Sustainability.

The 3rd CEO Roundtable of the International Council of Forest and Paper Associations (ICFPA) took place on 7 June in Shanghai, China. More than 70 CEO's and association leaders attended the meeting to address issues of common interest including sustainability, climate change and energy. On the occasion of the G8 Summit in Berlin the industry representatives launched their first sustainability update and recognised the importance of tackling the issue of climate change. The wood and paper sector affirmed the vital and constructive role that it plays in combating climate change and confirmed its intention to further reduce its greenhouse gas emissions. Industry leaders noted that the forest industry can contribute to mitigate climate change in a number of ways.

For more details, please visit www.icfpa.org



FEFCO Events

FEFCO Events

► Marketing Congress

3-4 October 2007
Divani Caravel Hotel
Athens, Greece
www.fefco.org

Industry Events

► CorrExpo 2007

30-31 October 2007
Indianapolis Convention Center
Indianapolis, IN, USA
www.tappi.org

► Interpack

24-30 April 2008
Düsseldorf Trade Fair Center
Düsseldorf, Germany
www.interpack.com

► Sino-Corrugated

31 March-3 April 2009
Shanghai New International Expo Centre
Shanghai, China
www.sino-corrugated.com

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Members of FEFCO yes no

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Market information

Technical information

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