

Produced by the European Federation of Corrugated Board Manufacturers



**FEFCO, the Technical Seminar 2007 and The Climate Project**



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## Editorial

With the Technical Seminar in Nice only a month away things are heating up within the industry. We give you the final programme, list of exhibitors, spotlights, and latest updates on p4-6. A highlight of the programme will be the presentation on climate change by Al Gore 'World Changing Ally' Serge de Gheldere, to take place on Thursday 26th April. Mr De Gheldere visited the SCA plant in Buggenhout, Belgium and commented on the pro-active mentality of our industry with regards to environmental issues.



**Serge De Gheldere**  
visits SCA plant  
in Buggenhout,  
Belgium

Environmental issues are high on the agenda of retailers too. Our feature article on p2-3 covers the latest initiatives by major retailers, from energy management to compostable packaging. Planet retail analyst Natalie Berg explains what packaging firms can expect from the retail business in the coming years in matters of sustainability, and environmental policies.

We round up the latest FEFCO activities and news from partners and stakeholders on p 7-8. Finally please continue to send us your press releases/news, ahead of the next issue in June 2007.

I look forward to seeing you all in Nice.

Anne-Sophie Duchene

# Retail Driving efficiencies for a healthier environment

By Natalie Berg, Retail Analyst, Planet Retail



**Charging for plastic bags helps both the environment and the retailer's bottom line**

Over the past year, retailers around the globe have expressed heightened concern over the environment. As a result, we have witnessed a host of new initiatives such as the development of energy-efficient products and compostable packaging, the roll-out of ethanol fuel, a reduction in plastic bag usage, rail distribution and new eco friendly concept stores, all of which have the potential to be not only good for the environment, but also good for the retailer's bottom line. **Therefore, while increased environmental interest by the retailers is certainly praiseworthy, we must question how much of it is genuine concern and how much is positive publicity for what boils down to mere cost savings measures.**

Low cost retailers such as Wal-Mart, Tesco, and the German hard discounters have long

been striving for efficiencies in order to keep their prices down. For example, Aldi and Lidl charge for carrier bags, which is common practice in Germany. While this has traditionally been seen as a cost savings measure, other grocers (in Ireland for example where there is a tax on plastic bag usage) have begun to reduce the number of bags given away, but have done so in the form of an environmental initiative.

Efficiencies can also be found throughout the supply chain. For example, all of Asda's trucks are less than three years old, which means they are as efficient as possible. This benefits Asda by keeping petrol prices lower (which allows them to pass the savings on to the consumer) and, at the same time, benefits the environment by reducing the amount of carbon emissions put into the air. Rail distribution is also of increasing importance for retailers such as Asda and Switzerland's Migros. Distributing by rail means lower costs for the retailer (there is less labour involved, since two engineers can pull more than 100 freight cars compared to just one driver per truck) and also less carbon emissions going into the environment.

### **Therefore, being environmentally friendly often means simply being more efficient.**

«We believe that being a good steward of the environment and operating an efficient and profitable business are not mutually exclusive,» commented Pat Curran, Wal-Mart EVP of store operations, at the opening of their second experimental Supercenter in the US. Over the past couple of years, Wal-Mart worked with environmentalists to measure its impact on the environment and found various ways to reduce packaging. For example, the retailer found that it could save USD2.4 million



Rail distribution reduces Asda's carbon and financial footprint

in shipping costs - and almost 4,000 trees - by eliminating excess packaging on its Kids Connection private label toys range. «If we throw it away, we had to buy it first," said Wal-Mart Chief Executive Lee Scott. "So we pay twice - once to get it, once to have it taken away. What if we reverse that? What if our suppliers send us less and everything they send us has value as a recycled product?»

### Wal-Mart unveils 'green' packaging rating system

This month, Wal-Mart released the initial results of its Packaging Scorecard. The scorecard, which was launched in February, evaluates Wal-Mart and Sam's Club suppliers on the sustainability of their packaging and offers suggestions for improvement. The results from the first month of operation show active use of the scorecard and a strong interest from product suppliers to make their packaging more sustainable. The scorecard implementation is Wal-Mart's next step in moving toward achieving a 5% reduction in packaging by 2013. In the first month, 2,268 vendors have logged on to the site and 117 products have been entered into the system, and Wal-Mart expects these numbers to dramatically increase in the coming year. The scorecard evaluates the sustainability of product packaging based on greenhouse gas emissions related to production, material value, product to packaging ratio, cube utilization, recycled content usage, innovation, the amount of renewable energy used to manufacture the packaging, the recovery

value of the raw materials and emissions related to transportation of the packaging materials. These criteria are valuable tools for suppliers to determine how their packaging innovations, environmental standards, energy efficiencies and use of materials compare to their peers. Suppliers will receive a score per package relative to their peers in each category.

### This eco wave will impact both retailers and suppliers

While an overall reduction in packaging would certainly be better for the earth, the financial benefits associated will depend on the product category. For example, packaging of perishables helps to extend the product's shelf life and provide valuable product or nutritional information. **Packaging also minimises the likelihood of shrink or breakage and reduces handling/transportation costs in other categories. This is, therefore, an area where retailers may actually need to invest in order to protect their product from the above mentioned and also to become more eco friendly.** Sainsbury's and Delhaize have been pioneers in this field, with the former looking to sell more than 500 of its own brand products in compostable packaging and the latter using biopacks for prepared salads and breads in all of its Belgian stores.

Tesco has also been working to become a more eco-friendly retailer. The British grocer aims to reduce the number of plastic bags it gives away from the current 4 billion to 1 billion by 2008. In order to get consumers involved, Tesco last year began awarding its loyalty cardholders with points for reusing carrier bags and has plans to do the same for cardholders who swipe their loyalty card when recycling packaging such as cans and bottles. Most recently, the grocer announced a carbon count scheme whereby Tesco will measure and label the carbon footprint of every product sold in stores. The product's footprint will be evaluated from production to consumption and will allow consumers to compare carbon footprints, making more informed choices about the products they purchase.

Lastly, critics may argue that environmental awareness is simply a by-product of striving for low costs, and that some retailers are even using it as a smokescreen to help divert negative media attention. For example, in Germany Lidl had been under scrutiny over labour relations from various trade unions as well as being awarded the prize for «maximum pesticide pollution» in 2005 by Greenpeace. Over the past year or so, the discounter has shaped up its act by becoming the first major German retailer to establish a private label range for fair trade food, increasing its organic ranges and even launching a magazine in conjunction with Greenpeace.

### Whether intentional or not, retailers have certainly become more environmentally friendly. For suppliers, this could have implications ranging from minor packaging changes to new product development.

For example, as plastic bags become less popular, consumers may look for alternative ways to carry products (such as handles on heavy products such as pet food and laundry detergent). There are also opportunities in developing products that support the changing lifestyle of consumers, as we have seen recently with the growing popularity of local food. With food especially, consumers are becoming increasingly concerned not just about the product but with issues such as food miles, animal welfare, labour conditions and traceability. Packaging companies should expect further changes in the way they do business with retailers as reduced/compostable packaging and smaller packs (such as concentrated detergents) are likely to continue winning space on the shelves.



Planet Retail is the leading online provider of global retail and foodservice industry information, from news and analysis to market research and digital media. Covering more than 5,000 retail banner operations and foodservice companies in over 140 markets around the world, many of the world's leading companies turn to Planet Retail as their first source of business intelligence.

[www.planetretail.net](http://www.planetretail.net)



## LIST OF SPOTLIGHT PRESENTATIONS

WEDNESDAY 25<sup>th</sup> APRIL

Spotlights session 1		Timing : 17.00h to 18.00h
Company	Title presentation	Presented by
1 RTS Sistemi Informatici SRL	I»C»T the FUTURE	Mr. François Hemmerlin Dr. Stefan Bauer
2 Function Control Research BV	If Quality Counts.....	
3 WITRON logistik + Informatik Gmbh	Performance Control of the Supply Chain in the WITRON Business Application	Mr. Bart Verbruggen Mr. Stefann Nedbal
4 OM partners	Performing OEE analysis across multiple production sites	
5 Kiwiplan	CASE ; continuous automatic shedding environment for the corrugated industry	Mr. Jan De Roeck Mr. Jérôme Fraiseau Mr. Mr. Peter Fisher-Jensen Mr. Jack Johnson / Thomas Hartmann
6 ESKO Graphics	New Workflow solutions for the Corrugated Industry	
7 RHAPSO	Corrugated Production Information System and Dynamic Scheduling	
8 Inframatic Logistic Systems	Cost Efficiency in Converting	
9 MarquipWardUnited	Marquid Ward United Corrugating & Finishing Developments	

THURSDAY 26<sup>th</sup> APRIL

Spotlights session 2		Timing : 09.00h to 10.00h
Company	Title presentation	Presented by
1 SOLVAY Soloxeis	FOMBLIN Lubricants ; the best choice for corrugator roller bearings	Mr. Felix Haes
2 Gualchierani	New Robotised Palletising System for Diecutter Machinery	Mr Niccolò Paoli
3 Cargill	A real change to make a difference	Mr. Jaume Vidal
4 BHS Services Gmbh	New Adhesive mixing technology	Mr. Paul Gallagher
5 Alliance Machine Systems Europe BV	Continued developments in Corrugated Automation	Mr. Chris Ward
6 Avanti Conveyors	Simulated or Real Success ? Avanti's Teaser	Mr. Keith Mander
7 APEX Europe	The Anilox Roll manufacturer as a Solution Provider	Mr. Martien Hendriks
8 Korsnas	Liners for High Print Quality and Low Cost	Mr. Sven Hakansson/ Per Jansson
9 Minda Industrieanlagen	Plastic Chain Conveyors as an advanced solution for the internal logistics in Reel Handling	Mr. Karl Coith
Spotlights session 3		Presented by
Company		
1 M-Real	Kemiart Liners & Energy reduction	Mr. Koen Verplancke
2 Bema	Silkworm , the future of wrapping	Mr. Fabio Giorgetti
3 Erhardt & Leimer Corrugated	Productivity improvement in Corrugated Board production	Mr. Siegfried Steggermann
4 DURST	Current state of digital technology for direct printing on corrugated	Dr. Rudolf Massimo
5 FRIESE Gmbh & Co	Improvements on runnability of corrugating rolls	Mrs. Louise Ann Connolly
6 Simon Corrugating Machinery	S-Press heat Transfer System	Mr. John Shortt
7 Rolpex Ltd	Battery Powered Rollmovers	Mr. Peter Nadin
8 Mosca -GETRA	Worldpremiere : Ultrasonic Palet Strapping Technology for the CB Industry	Mr. Martin Müller
9 Escada Systems Ltd	RFID Rollstock , RFID Intelligent Box & Closed loop Process Control	Mr. Simon Holmes

Spotlights session 4		Timing : 17.00h to 18.00h
Company	Title presentation	Presented by
1 VIS45 / ERO Glueing Systems	A better Box from your Folder Gluer	Mr. G. Balster
2 BHS Corrugated M- und A-bau Gmbh	Facts on Starch Application	Mr. Norbert Städele
3 Asitrade AG	FOLIOSTAR , a versatile sheet/sheet laminator	Mr. Werner Gilgen
4 Signode	The «LBX»	Mr. Chris Parr
5 BCM Transtech a/s	The Mobilator	Mr. Torben Christiansen
6 Dupont	Krytox Corrugator 226 FG The new Food Grade grease for Corrugating	Mr. Claude Kaiser
7 Wellpack Corrugated Equipment	Wellpack Taper for «Retail ready packaging» and RFID .	Mr. Rolf Andersson
8 Fozzaluzza SRL	Productio Illustration	Mr. Tiziano de Vido
9 BINI & C Packaging Machines	ITALMICRO ; a case study in consulting and machinery for the corrugated industry	Mr. Marco Bini

FRIDAY 27<sup>th</sup> APRIL

Spotlights session 5		Timing : 09.00h to 10.00h
Company	Title presentation	Presented by
1 Castaldini Group SRL	Die cut Zone , New peripherals for Diecutters	Mr. Enrico Galloni
2 Celmacch Italia SPA	Printing Die-cutting & Folding	Mr. Ingo Bush
3 IMG-KLETT	BOXKing GT the New N°1 boxmaker machine !	Mr. Ralf Schiffmann
4 Göpfert Maschinenbau	EVOLUTION HBL New generation of Quick Set Rotary Die Cutter	
5 Bobst	5000 sqm per open hour on a flat bed diecutter Mastercut 1.7 and 2.1	Mr. Sylvain Rebet
6 EMBA Machinery AB	Non Crush converting	Mr. Esa Koski
7 Rapidex SA	A new generation of JUMBO Flexo Folder Gluers with Rapidset features	Mr. Serge Lauwers
8 Martin	One more step in added value packaging, Martin Flexo Folder Gluer FFG 924 NT	Mr. Yves Bletterie
9 Bahmüller	TURBOX , new generation of Speciality Folder Gluer	Mr. Ulrich G. Wolz

## LIST OF EXHIBITORS

	Stand		Stand		Stand
ABSOLUTE ENGINEERING	78	EMBA MACHINERY AB	63-64	N.E. ENGINEERING Srl	2
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AGNATI	37-39	ERO GLUEING SYSTEMS	95	NORDSON PPC FOCUS MARKETS	53
ALLIANCE MACHINE SYSTEMS EUROPE (AMSE)	60-61	ESCADA Systems	16	OM PARTNERS n.v.	59
APEX EUROPE	34	ESKO-Graphics NV/SA	67	RECYL	103
APEX EUROPE	34	FOSBER SpA	10-11	RHAPSO	112-113
AUTOBOX	28	FOSSALUZZA Srl	93	RODA Converting SA	57
AVANTI CONVEYORS LTD	106	FRIESE GmbH & Co. KG	70-72	ROLPEX	98
BCM TRANSTECH A/S	9	FUNCTION CONTROL RESEARCH	94	RTS	35
BEMA srl	85-87	GIARDINA GROUP	32	S.E.E.M.I.	54-56
BGM BAHMÜLLER UND GÖPFERT	73-74	GÖPFERT MASCHINEN GMBH	76	SIGNODE CONTAINER PACKAGING BVBA	79
BHS CORRUGATED MASCHINEN -UND ANLAGENBAU GmbH	44-45	GUALCHIERANI	107	SIMEC GROUP Srl	100
BHS SERVICES GmbH Co. KG	46-47	IMG KLETT GmbH	108	SIMON CONTAINER MACHINERY GmbH	50-52
BINI	62	INFRAMATIC APS	36-38	SOLVAY SOLEXIS SpA	65
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MARTIN	81	KOHLER COATING	30	TALLERES SERRA	104
ASITRADE	82	KIWIPLAN	84-86	TAPPI	102
RAPIDEX	83	KORSNAS	97	TERDECA CMG Group	89
CARGILL	22-23	LATITUDE	51	TEXO	40
CASTALDINI	33	LOGITEC	55	TIRUÑA S.L.	48-49
CELMACCH	21	MARBACH Karl GmbH	101	VANTAGE POINT	58
CURIONI	92	MARQUIP WARD UNITED	91-90	VEGA	31
CYKLOP	68	MHI EQUIPMENT Europe BV	1	VOITH	6
DIETEC ASAHI	20	MINDA INDUSTRIEANLAGEN GmbH	24-26	VONDERHEIDEN	42
DÜCKER CORRAL AB	69-71	MOSCA FRANCE	39175	WALKI WISA GROUP	5
DUPONT	29	M-REAL	88	WELLPACK CORRUGATED EQUIPMENT	17-18
DURST DIGITAL TECHNOLOGY	77	MUHLN SOHN GmbH	12	WILHELM BAHMÜLLER MASCHINENBAU-PRÄZISIONSWERKZEUGE GMBH	75

## EXHIBITORS HIGHLIGHTS

### FRIESE GmbH & Co. KG

Since the pioneer introduction of tungsten carbide coating in Europe, Friese has delivered corrugating rolls with Rockwelle®-coating (sprayed in-house at Friese) of the highest quality. The advantages of corrugating rolls coated with tungsten carbide are much longer lifetime, uniformity in corrugated board quality and significant fluting medium savings. Furthermore Friese has been delivering high precision corrugating rolls coated with ShineRockwelle. This is a significant advance in tungsten carbide coating. It has the smoothest surface finish, with readings better than Ra 0,1 µm – just like chrome plated surfaces. Through this improvement the single facer can run maximum speeds (300 m/min or more) right after start-up. The quality of the corrugated board is increased, because the lower coefficient of friction of ShineRockwelle results in much less tears in the paper fibers of the fluting medium. With the smoother surface of ShineRockwelle combined to Friese Thermo and CCS (condensate removal and heat transfer systems), the final quality of the corrugated board is higher and converting efficiency improved.

### JB Machinery

Mexico City based Cajas Y Empaques Modernos recently installed a SUN dwell section with integrated JB Machinery Final Flexo Dryer on their existing Hycorr 66 x 85 inch, 3 color flexo rotary die cutter. According to the box-maker, immediate improvements were noticeable in both quality and productivity. The first job off the new configuration showed a productivity increase of 31% in addition to a significant reduction in the down time needed for anvil cover washing. Director General Ing. Juan Javier Gonzalez was pleased to report, "It's working great. We're already running faster and achieving stronger colors and higher gloss than we did before the dryers. We no longer sacrifice valuable resources performing press side reformulation of the ink to meet our drying needs." Gonzalez added, "Also, we're seeing increases in up-time because we're not stopping the machine to clean the anvil multiple times an hour. We ran 110,000 sheets, stopping every 33,000 sheets for cleaning. Previously on this job we would have been running slower and stopping more or less every 20 minutes for cleaning".

### RHAPSO

Rhapso publishes EmaPack, a Full Web ERP dedicated to the Packaging industry. EmaPack is a complete and innovative solution that handles all operations from sales, production, scheduling, stock to logistics and provides Manager with reliable and relevant information.

EmaPack will help you to:

- Strengthen your sales efficiency
- Improve your profitability (better monitoring of the cost price...)
- Increase your productivity (real time follow-up of machine productivity, scheduling and optimization...)

Well established companies, large international groups as well as medium-sized companies have chosen Rhapso for the relevance of its expert solution and the associated service quality.

Please feel free to contact us for a demonstration on our stand 112.

FEFCO would like to thank the sponsors of the Technical Seminar 2007



# FEFCO Activities

**Wim Hoebert**, former Secretary General of FEFCO, left the organisation on 1st February and is temporarily replaced by Anders Hildeman of SCA.

## **New chairman for the Production Committee**

The committee in charge of organising the Technical Seminar met on several occasions in order to finalise the programme of the event. The committee also welcomed its new Chairman, Walter De Smedt, V.P. Technical & Operational Excellence, Smurfit Kappa.

## **New LCA 2006 report ready!**

You can order it by contacting us at [information@fefco.org](mailto:information@fefco.org)

## **FEFCO-ESBO Codes**

Learn more and order your new version (CDROM) of the codes on [www.fefco-esbo-codes.com](http://www.fefco-esbo-codes.com)

## **Trade shows**

FEFCO attended the Fruit Logistica trade fair on 8-10 February 2007 in Berlin, Germany. FEFCO had a stand on the Sino-Corrugated 2007 exhibition on 28-31 March 2007 in Shanghai.

## **Safepap, Technical Information on Food Packaging**

At a special seminar during European Paper Week 2006, it was announced that the Safepap project was complete and the

data published. The project was designed to establish a background information resource for all operators within the paper and board food packaging chain. Data from research publications, associations and companies was collected, appraised and published in three formats. These are now available to the industry and consist of 11 Fact Sheets (Legislation, Compliance, Secondary Packaging, etc.), 22 Information Sheets on chemicals of interest (acrylamide, cadmium, PCBs, etc.) and a spreadsheet containing detailed toxicity data. The material is available on a dedicated, secure web site <http://www.safepap.eu>. Passwords are available from the members only area of the FEFCO website, [www.fefco.org](http://www.fefco.org)

## 17TH FEFCO MARKETING CONGRESS IN ATHENS

**Don't miss it! Book the dates in your agenda NOW**  
**4<sup>th</sup> – 5<sup>th</sup> October 2007**



FEFCO Communications Committee is pleased to announce that it will host its bi annual marketing meeting at the **DIVANI Caravel Hotel in Athens on 4 and 5 October 2007** with a programme focusing on the potential of Corrugated packaging "**To the Store, in the store, Corrugated works!**" is the new title of this event!

### **New this year!**

- All activities are concentrated on one venue for convenience – (the Divani Caravel hotel)
- More marketing oriented themes
- Marketing spotlight sessions for Sympathizer members
- More time for workshops

### **As usual!**

- Valuable information, the programme is especially designed for European Marketing and Sales decision makers from the Corrugated industry,
- A Workshops session on hot issues for the corrugated industry
- Lively and entertaining
- A great opportunity to meet with your colleagues from all over Europe
- In addition to the intense and stimulating working programme, we are also preparing some unforgettable social events!

A draft programme will soon be available on the dedicated web page of the event. If you want to receive all the information, please send an e-mail to Nathalie Schneegans: [nschneegans@fefco.org](mailto:nschneegans@fefco.org)

Please visit us on the FEFCO stand in NICE where a draft programme will be handed to you.

If you are interested by sponsoring this event, You can already contact us directly!

## National Associations update

### Spain

Spain produced more than 4,600 million square meters of corrugated cardboard in 2006. The corrugated cardboard sector in Spain produced 4,608 million square meters in 2006, a figure which signifies an increase of 3.84% on production from the year before (when 4,438 million square meters were produced). The total turnover for the sector was 3,733 million euros. 2,221 million euros were direct revenue and 1,512 million euros were indirect revenue. Turnover increased by 5.61% over the year 2005, where the figure was 3,535 million euros. [www.afco.es](http://www.afco.es)

#### Economic relevance

With 82 corrugated board converters and 97 corrugated board plants, the sector plays an important part in the national economy and provides work for some 24,000 individuals in total, with 10,785 direct jobs and 13,600 indirect positions. Distribution of sales per segment has remained constant over the last few years and it is expected to continue in a similar vein. Farm produce occupies the first place amongst the sectors which use corrugated cardboard packaging, representing 23% of the total demand. The following positions are occupied by foodstuff products (16.5%) and drinks (15%). Average consumption in 2006 was 56.9 kilos of corrugated cardboard per capita, which gives a fair idea of the high level of consumption of the industry's products in our country.

Total paper consumption by the corrugated cardboard industry was some 2,822,000 tonnes. In Spain, the paper manufacturing sector for corrugated cardboard had a turnover of 1,086 million euros in 2006, providing employment for 2,650 individuals, with total paper production of 2,711,450 tonnes.

## Strategic Alliances

### Cepi Value-added Study

CEPI published an independent study showing that using wood as a resource for paper products first, and only using it as a source of energy at the end of the product life cycle adds four times more added value to the economy and retains six times more jobs than simply burning wood for energy. The findings help support the European paper industry's stance that it can be part of the bio-solution to climate change.

The study's figures relate to the core business for the paper and energy sector, if the model is extended to the wider chain for both industries, the value added for paper rises to eight times more and the number of jobs retained is 13 times more. For a summary of the study, please visit: <http://www.cepi.org/files/avleaflet%20final-180134A.pdf>

For more information, please contact Marco Mensink ([m.Mensink@cepi.org](mailto:m.Mensink@cepi.org)) or Bernard de Galembert ([b.degalembert@cepi.org](mailto:b.degalembert@cepi.org)) at CEPI.

## FEFCO Events

#### FEFCO Events

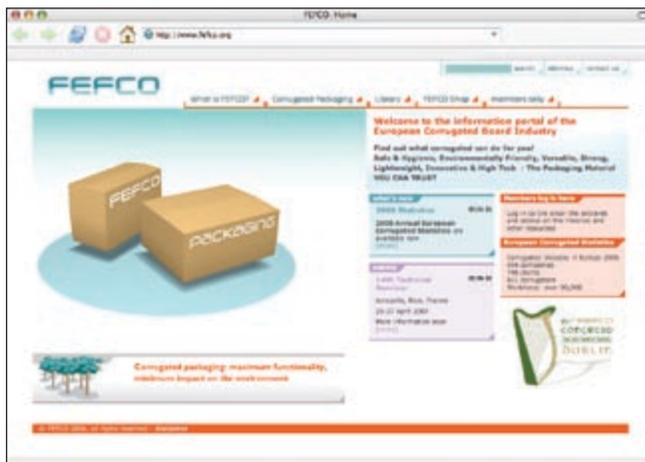
- ▶ **Technical Seminar**  
25-27 April 2007  
Acropolis, Nice, France  
[www.fefco.org](http://www.fefco.org)
- ▶ **Marketing Congress**  
4-5 October 2007  
Athens, Greece

#### Industry Events

- ▶ **CorrExpo 2007**  
Indianapolis Convention Center  
Indianapolis, IN, USA  
[www.tappi.org](http://www.tappi.org)

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