



Reducing the Impact

Corrugated leads the way

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John Swift
Chairman EU Regulatory Affairs
Executive Committee

Editorial Industry Guideline

For thirty years the basis for consumer protection concerning materials and articles intended to come into contact with food at the European level has been through EC Directives 76/893/EEC and then 89/109/EEC, and most recently EC Regulation No 1935/2004.

These have all made provision for the adoption of specific measures relating to particular groups of materials or articles, but so far no specific measure at European Union level has been introduced for paper and board.

The sector has a long-standing commitment to the protection of human health and the interests of consumers through the provision of safe and functionally effective materials. The industry has cooperated over a long period of time with governments, both at national and international level, and with other regulators, to make every provision necessary for the protection of consumers. This cooperation will be reinforced with the official launch of the Industry Guideline, which is designed to provide assistance for establishing compliance with EU Regulation No. 1935/2004. Whilst it provides a methodology for demonstrating the suitability of materials and articles for a variety of food contact applications, in itself it has no legal force. Its use is voluntary and it should be noted that other compliance mechanisms exist which may be used separately or in conjunction with this Guideline.

We have been working on this project since 2004, but we believe that the end result has been worth waiting for!

Is the European Commission giving priority to harmonised legislation for all food contact materials?

On the 23rd February 2010 at the European Parliament, the Environment Committee discussed the subject of the materials used in packaging for food. The debate was sparked by an oral question addressed to the European Commission by Bart Staes, the Belgian Green Member of the European Parliament (MEP).

Only the day before this debate, EFSA* had announced the launch of the EFSA scientific cooperation (ESCO) working group, created to collect and analyze information on the safety of substances used in non-plastic materials which come into contact with food. This was initiated following a number of incidents in which certain substances used in non-plastic food contact materials (such as inks and adhesives) had been found to migrate into foods.

The afore-mentioned facts demonstrate that, even if the harmonization of legislation on food contact materials is not a priority, it is at least an issue that is now on the European Commission (EC) agenda. The intention is to revise EC Regulation N°1935/2004, which deals with materials and articles intended to come into contact with food, and the new proposal is expected to be presented to the European Parliament in 12 to 18 months time.

Bart Staes believes that there are not enough safeguards regarding materials used in food packaging, and by addressing an oral question to the EC, he has challenged them to present proposals for the harmonized authorization of all food contact materials which are not yet regulated on a European level.

The Commission is aware that more than 10,000 substances can be used in contact with food, not counting those microscopic amounts of substances introduced into the food or its packaging in the form of nanoparticles, used for instance for colorings, flavorings and nutritional additives or antibacterial ingredients. For that reason, the creation of a complete list of all such substances is a possibility, leading also to the establishment of a 'positive' list containing

only substances that are considered safe by EFSA. The need for new regulations will be evaluated, as will the impact upon the existing REACH (Registration, Evaluation and Authorisation of Chemicals) legislation.

Bart Staes has said that he is concerned by the fact that substances occurring in food contact materials are allowed to migrate into food. In his opinion, the general Framework Regulation 1935/2004 does not appropriately cover consumers and so far the Commission has only developed specific legislation on some materials such as plastics and ceramics.

FEFCO has defended the importance of the work already done by our industry experts through CITPA, its lobbying umbrella organization, together with CEPI. The Paper and Board Industry guideline will enable our companies members to report on compliance with current European legislation.. The fact that the European Commission has chosen to regulate plastics instead of any other material such as paper, metal, glass etc. may be seen to put our material at a disadvantage, but at the same time it has given us an advantage. Plastics packaging materials are already regulated and in formal compliance with the framework regulation, but on the other hand our own industry has already demonstrated its commitment to compliance with European legislation, and its willingness to regulate itself in the absence of specific regulations.

The Commission has confirmed that this year it intends to start the revision process for materials such as paper, metals and inks that are as yet un-regulated. The paper and board industry is ready to help and to influence the process, both with our existing guidelines and with any future drafting work. The corrugated industry is happy to provide assistance with its expertise and the demonstration of its best practices in the services of the EC.

María Casado
FEFCO Legal Adviser

(*) *The European Food Safety Authority: The European Food Safety Authority (EFSA) is the keystone of European Union (EU) risk assessment regarding food and feed safety. In close collaboration with national authorities and in open consultation with its stakeholders, EFSA provides independent scientific advice and clear communication on existing and emerging risks.*
www.efsa.europa.eu

In the past 3 years, the Corrugated Board Sector reduced its Carbon Footprint by 11.7 %



What is the Carbon Footprint of a box?

In relation to a corrugated box, a Carbon Footprint is defined as: **“The sum of fossil greenhouse gas emissions occurring at each stage of the box life cycle and within the specified system boundaries of the product”.**

The Carbon Footprint of a corrugated box is a single number including all emissions that are released to create the corrugated box, including the CO₂ emissions from the purchased materials, fuels and transports up to the point of arrival at the corrugated board plant (the so called cradle-to-gate emissions). The rest of the supply chain (what happens after the box plant) is not taken into account.

The CO₂ Footprint is just one indicator of Life Cycle Impact Assessment (LCIA). Other indicators include depletion of the stratospheric ozone layer, acidification of land and water sources, eutrophication, formation of photochemical oxidants, and depletion of abiotic resources. However, in these areas the industry has also achieved reductions of between 10 and 20%.

Calculation of the Carbon Footprint or methods for assessing the Carbon Footprint

All sectors of the paper and board industry at European level, including CITPA - the International Confederation of Paper and Board Converters in Europe - have worked with CEPI - the Confederation of European Paper Industries - to produce a guideline - the Framework for the Development of Carbon Footprints for Paper and Board Products.

10 toes of Carbon Footprint

1. Carbon sequestration in forests
2. Carbon stored in forest products
3. Greenhouse gas emissions from forest product manufacturing facilities
4. Greenhouse gas emissions associated with producing fibre
5. Greenhouse gas emissions associated with producing other raw materials/ fuels
6. Greenhouse gas emissions associated with purchased electricity, steam and heat and hot and cold water
7. Transport-related greenhouse gas emissions
8. Emissions associated with product use
9. Emissions associated with product end-of-life
10. Avoided emissions and offsets

The 5 toes defined in green print above have been analysed in depth, see chart below.

Results

The Corrugated Industry has been a pioneer in the LCA (Life Cycle Analysis) landscape and for many years it has been accumulating data. The figures clearly demonstrate the steady improvements in its environmental achievements.

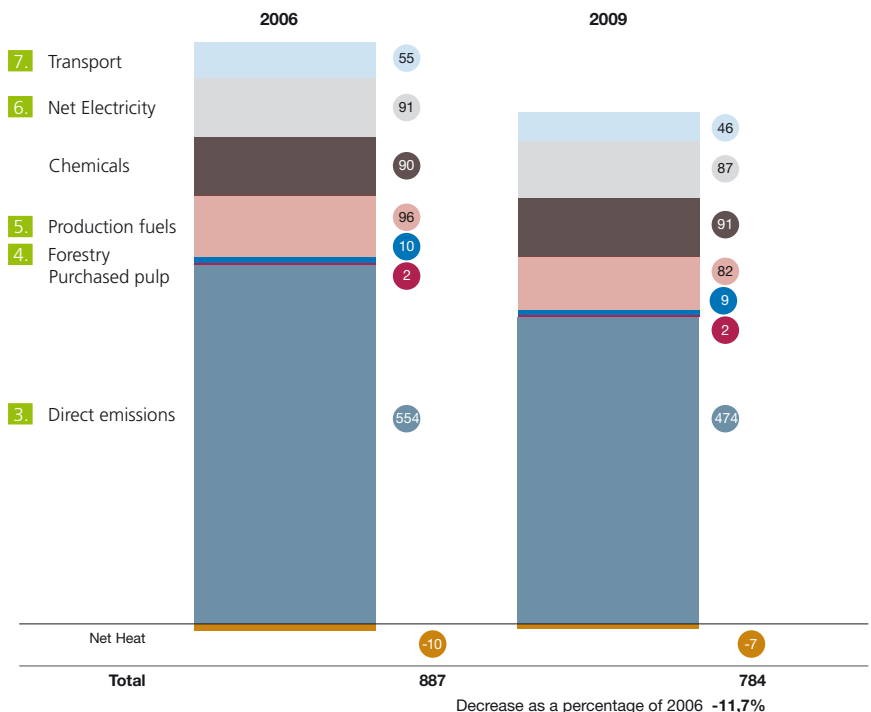
Based on the 2009 European Database for Corrugated Board Life Cycle Studies, with additional supporting data, the following is the average calculated greenhouse gas balance associated with the production of corrugated packaging:

Fossil CO₂ equivalent per tonne of packaging: 784kg

We consider that the methodology used to calculate this value is in line with BSI PAS 2050. The stored CO₂ equivalent per tonne of corrugated packaging is 1696kg.

NB: This value is provided for additional information but it is not valid to subtract it from the fossil CO₂ equivalent.

In addition, thanks to improved efficiency in the production of corrugated, in 2009 the corrugated board manufacturers used only 1.09 tonnes of paper to produce one ton of corrugated packaging (compared to 1.13 tonnes in 2006).



CO₂ footprint 2006 - 2009
kg CO₂ eq/ton box

BOXING THE FUTURE.

FEFCO
Summit
Barcelona

Programme 1st FEFCO Summit

Barcelona 21-23 April 2010

Location: Eurostars Grand Marina, Barcelona WTC

Conference language: English – simultaneous translation in Spanish

Wednesday 21 April 2010

- 14.00 – 17.00 **Summit registrations**
Eurostars Grand Marina Hotel
-
- 20.00 **Welcome Cocktail – sponsored by AFCO**
Eurostars Grand Marina Hotel
Dress code: suit and tie
-

Thursday 22 April 2010

Leadership & Industry's Perspectives

- 08.00 – 08.50 **Summit registrations (continued)**
-
- 09.00 **Official Opening**
Bob McLellan - FEFCO President
-
- 09.10 **Overview of the Spanish Market in the European Context**
Leopoldo Santorromán - AFCO President (ES)
Enrique Isidro, EUROPAC (ES)
-
- 10.00 **The Future of the Manufacturing Industry in Europe**
Professor Risto Kuivanen, VTT (FI)
-
- 10.40 **Coffee break**
-
- 11.00 **The Future of the Corrugated Industry**
Keynote Session
“The Views and reflections of 3 Industry Leaders”
Tony Smurfit, Smurfit Kappa Europe (FR)
Klaus Thimm, Thimm Verpackung (DE)
Tony Thorne, DS Smith (GB)
-
- 12.30 **Break**
-
- 12.45 **IESE, Study - Corrugated vs RPCs impact on the Environment**
Professor Pedro Videla, IESE Business School (ES)
-
- 13.30 **How Corrugated is Used in the Media?**
Multimedia presentation
-
- 13.45 **Lunch at the Hotel**
-
- From 14.45 to 18.30 Afternoon Activities – Optional Programme**
Departure by coach from the Eurostars Grand Marina Hotel
- Visit to Codorníu Winery
- Visit to HP Demo Center
- Visit to Cobega (Coca-Cola bottling plant)
See detailed programme and practical details on next page.
Some visits may have a limited number of participants.
-
- 20.00 **FEFCO Get-Together Dinner**
Restaurant Can Cortada
Dress code: suit and tie
See venue address on page 6 of the invitation
Meeting point in the hotel lobby at 20.00
-

Practical information

Venue

Moll de Barcelona, s/n - West Building
08039 Barcelona
Tel.: (+34) 93 603 90 00

You will find all practical information on the FEFCO Summit's web site www.fefco.org/barcelona

You can also access the web site directly from FEFCO's home page www.fefco.org

Contact & sponsorship opportunities

To ensure you get all the updated Summit information, or should you be interested in sponsoring this event, please contact Nathalie Schneegans: nschneegans@fefco.org

Friday, 23 April 2010

Competitive Materials and Trends

09.00	Welcome Address
09.05	Murphy was an Optimist - Practical Strategies for Crisis Management and Company Survival Professor Peter Frans Anthonissen, A&A (BE)
09.45	RPCs Tour of Europe Moderator: José Cabrera, JC Consejeros (ES) Spain: José Cabrera, JC Consejeros Benelux: Wim Peeters Smurfit Kappa Corrugated Italy: Paolo Pratella, International Paper Conclusion: Roberto Villaquiran, Chairman FEFCO Marketing & Environment Committee
11.00	Coffee break
11.15	Plastic Planet - The Movie - Followed by a Discussion In the presence of the Film's Director Werner Boote
12.15	Debate and Q&A Session
12.30	A Vision of Packaging Martijn Arts, Total Active Media (NL)
13.00	Closing Address Alexander Enzenberg, Chairman of FEFCO Communication Committee
13.15	Tapas Lunch and Networking at the Hotel
14.30	End of Summit

Optional Programme - Thursday 22 April 2010

Visit to Codorníu Winery

Departure by coach from the Eurostars Grand Marina Hotel at 14h45. Return back to the hotel around 18h.



The Codorníu family's wine business goes back to the middle of the 16th century. The Codorníu cellars were built between the end of the 19th and the beginning of the 20th century (1895-1915).

Today, the winery has the most modern installations and the very latest equipment. For over 130 years Miguel Torres has been recognised as one of the world leaders in the production and export of quality brandies and wines.

This visit will offer you the opportunity to view this unique facility. During the tour, the guide will explain the history of the House, will show you the impressive cellars network (more than 30 km) while explaining to you the Cava elaborating process. The visit will end with the tasting of 2 premium cavas.

This cultural visit will give you a good understanding of one of the oldest professions; wine makers have been customers of our industry for many decades.

This visit will last 2 hours. Limited number of participants.

Visit to Cobega - Coca-Cola bottling plant (One of the largest facilities in Europe)

Departure by coach from the Eurostars Grand Marina Hotel at 15h15. Return back to the hotel around 18h.

Cobega has been able to place itself among the best Coca-Cola bottlers in the world. This plant is a model in the implementation of the most advanced management and technology systems for the improvement of processes and maximum productivity.

During this visit, you will be guided through the facilities by the Production Manager, the Engineering Manager and the Quality Manager. This guided tour will allow you to watch the production process from a walkway. Moreover, four screens will distinctively show the production process of each and every manufacturing line (glass, cans and PET manufacturing).

The participants might have the opportunity to end the visit with an explanation about the pre-form injection process and the purifier zone; located outdoors (this part of the visit will be subject to the availability of a guide for explanations). *Limited number of participants per group - ID card or passport must be provided beforehand (at least two days before the visit)*

Visit to HP Demo Center

Departure by coach from the Eurostars Grand Marina Hotel at 15h15. Return back to the hotel around 18h30.



The HP visit is an exclusive opportunity to get an update on the latest digital printing technologies and to find out more about digital printing solutions fitting the corrugated industry. In light of the trends of customization and short runs, HP will demonstrate how digital solution have a role to play, to complement conventional technologies and create more opportunities to generate revenues and margins. Today HP is a leader in this field and this visit gives access to live demonstrations of the machines in his unique 3000 sqm demo center. *This visit will last 2 hours.*

How to register?

A questionnaire will be sent out by e-mail to all delegates, please respond to it and indicate your choice by order of preference. As the number of participants is limited, the allocation of space will be done on a first come first serve basis.

ModelPACK

The corrugated box prediction tool



Background and history of the project

FEFCO, as part of a European-wide research consortium, has participated in the development of a software tool designed to help small and medium-sized manufacturers to provide risk-free and optimised packaging solutions, and to support the competitiveness of Europe's smaller manufacturers. The ModelPACK Project is part of FP6, the EU's Framework Programme for research and technological development.

The pressure to reduce packaging volumes, increased competition for traditional papermaking fibres and the escalating cost of energy mean that it is absolutely essential for the packaging industry to make the most efficient use of all of its resources. Corrugated board is the World's most used packaging material for transit packaging, with the important role of protecting products from damage throughout the supply chain. In the face of transit conditions that are sometimes unpredictable, it is tempting to over-specify packaging materials in order to minimise damage, and safety factors of up to 5-10 are not unknown.

ModelPACK

First unveiled in 2009 at FEFCO's Technical Seminar in Berlin, ModelPACK is an application developed within the FP6 project, with participants from the European corrugated board industry including FEFCO, and research institutes such as Innventia AB from Sweden. For a given box design, this software tool predicts the structural properties of the corrugated board and the performance of the end product, allowing for optimisation of the fibre used.

Innventia is one of the owners of the ModelPACK tool, and their research has helped to ensure that manufacturers and users now have a means of selecting optimum combinations of liners, fluting and corrugated profile. The system also provides accurate predictions concerning the performance of the finished box.

Often one of the unknowns is the length of time that a corrugated box will stand up to storage under loaded conditions, a factor that is very dependent on the paper substrates used. ModelPACK is unique in that it is the only software of its kind that also includes life length calculations for boxes. In order to achieve this, measurements of creep data for papers are included, and databases with paper and corrugated board criteria can be built up for each user. In addition, the graphical user interface shown in figure 1 can be adapted according to the needs of the user.



Figure 1: Example of Graphical User Interface in the ModelPACK tool

Innventia ModelPACK services

This EU project is over now, but Innventia is still involved in some developments and continues to offer the following services to ModelPACK users:

- Training in the use of ModelPACK and in the importance of material properties for optimal packaging performance.
- Characterisation of papers, boards and boxes to expand the database used with the tool.
- Calibration of the models for a specific board manufacturing plant for monitoring and optimisation of the manufacturing process.
- Customer specific models or data structures for optimisation of packaging design.

Innventia

INNVENTIA AB is a world leader in research and development relating to pulp, paper, graphic media, packaging and biorefining. The company's approach is to translate research into innovative products and processes so as to generate enhanced value for the industry partners, a process that they have called boosting business with science. Innventia is based in Stockholm (Sweden), Norway (PFI) and in the U.K. (Edge).



Software demo in Berlin, at FEFCO Technical Seminar.

Contact:

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- Birger Edholm:
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- Mattias Drotz:
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NADS and Country Activities

UK/ CPI

The Confederation of Paper Industries (CPI) and the Sheet Plant Association (SPA) call on MPs to support UK manufacturing

CPI and the SPA have united with one voice, on behalf of the corrugated packaging industry, to engage in a pre and post election drive, urging MPs to encourage the healthy growth of manufacturing in the UK.

The campaign takes the form of a mailer, made from corrugated, that will drop on the desks of MPs and other opinion formers during the first couple of weeks in March. Advertisements will also run in House Magazine, the weekly publication read by MPs and Peers.

The central message is that decline in UK manufacturing is not inevitable and that policy-makers need to create more advantageous conditions for investment.

The industry's thoughts are detailed in its Manifesto for Manufacturing which can be read at www.paper.org.uk/manifesto

Andy Barnetson, Corrugated Sector Manager of CPI, commented: "The corrugated packaging industry is a particularly good barometer of the pressure that manufacturing is under and we are pleased to stand alongside the Sheet Plant Association on this issue. It is necessary for everyone involved in manufacturing to keep up a sustained lobby to encourage more manufacturing in the UK."



For more information, please contact Andrew Barnetson, Corrugated Sector Body Manager, on 07775 771662 or email abarnetson@paper.org.uk

Strategic Alliances

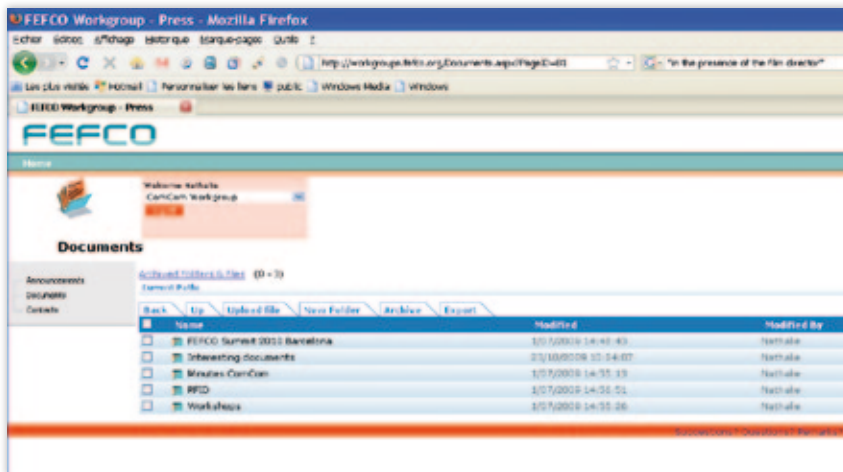
EUROSAC has published its new brochure on "Environmental Achievements in the Paper Sack and Kraft Paper Industry: Building sustainability"

The new brochure summarizes the main results of EUROSAC's latest LCI Study and shows the Carbon Footprint for Kraft paper and paper sacks. (The carbon Footprint calculations are based on the CEPI and CITPA recommendations.)

The full LCI Study may be downloaded from the Eurosac and CEPI Eurokraft websites www.eurosac.org and www.cepi-eurokraft.org



FEFCO Activities



FEFCO launches a members' Workgroup system: <http://workgroups.fefco.org>

What's this?

- A new and exclusive FEFCO IT service allowing members to stay informed about their own field of interest within FEFCO.
- Workgroups give direct and personalised access to relevant information, with quick and easy download of documents such as minutes of meetings, working documents and presentations.
- Easy access to contact details of all Workgroup colleagues.

Who can use it?

- All FEFCO Committee members.
- All event participants - Workgroups will store event presentations for download from here - including presentations from FEFCO's Barcelona Summit in April.

How to access it?

- Use the personal username and password provided by FEFCO - the same log-in codes are valid for the FEFCO website members' area.
- Members of different groups can access their workgroups by selecting the appropriate FEFCO Committee.

New password management for FEFCO Website

Since the beginning of January 2010, members may have noticed that the previous login & password were no longer valid to access the FEFCO 'Members Only' section.

New access codes have been e-mailed to all FEFCO members. If you have not received yours because your address has changed or because the fire-wall of your company has blocked the e-mail, please request a new code by using FEFCO's home page www.fefco.org. The member area sign in is at the top right of the home page.

This new system will allow you to manage your login & password easily.

- Change it whenever you want.
- Forgotten passwords will be sent automatically on request from the FEFCO website.



Events

FEFCO Summit

This summit is a merger between the FEFCO and the Marketing Congress 21-23 April 2010
Barcelona, Spain
www.fefco.org

Industry Events

Sino Corrugated

7-10 Apr 2010
Shanghai New International Expo Centre
Shanghai, China
www.sino-corrugated.com

2011 ICCA/WCO Conference

23-25 May 2011
The Queen Elizabeth Fairmont Hotel
Montreal, Quebec, Canada
www.iccanet.org
Contact: Mr Keller - jkeller@iccanet.org
Phone: +1 (847) 364-9615

Other Events

Packaging Innovation Warsaw

13-14-April 2010
EXPO XXI Warsaw International
Expocentre, Poland

Verpackung Schweiz 2010

April 21 - 22, 2010
Ferienmesse Zürich, Switzerland
www.messezuerich.ch

World Retail Congress 2010

April 21 - 23, 2010,
Intercontinental Hotel, Berlin Germany
www.worldretailcongress.com

Total Processing & Packaging 2010

25 May - 27 May
NEC, Birmingham, Midlands,
United Kingdom.
Reed Exhibitions
www.totalexhibition.com

PULPAPER 2010

1 - 3 June 2010
Helsinki Exhibition and Congress Centre
www.finnexpo.fi

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