



**FEFCO**  
Technical Seminar  
23-25 March 2011 Munich

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*Angelika Christ,  
Secretary General*

The year is ending – time to say a big Thank You to all FEFCO members.

We are grateful for the continued support of the whole industry for all of the projects that are managed by FEFCO and CITPA and which are important to us. We are happy to continue to collaborate with you, especially concerning the many challenging issues that affect our industry:

2011 will again be a busy year:

– Various Legislative issues concerning packaging, waste and paper continue to demand a high level of attention and action; for example the implementation of the Waste Framework Directive and the revision of the EU recycling directives, the environmental management of packaging, the industry guidelines and other initiatives affecting food safety issues, all of which are directly related to our Industry.

– Promotion of the advantages of corrugated packaging will soon be re-intensified, and campaigning will continue in 2011.

– The 2011 Technical Seminar in Munich will provide an opportunity for representatives from the corrugated industry and their suppliers to catch up with the latest technological developments as well as providing excellent networking opportunities.

– We will continue to make improvements in our communication with members, in particular we have launched the 'Brussels Box' which will provide a summary of the work of our committees and other news.

– A new field to be explored will be the use of "New Media".

– The FEFCO/ESBO GMP – Good Manufacturing Practice", which was published in 2006, will be updated.

– Interesting projects like the "Save Food" congress and exhibition at Interpack 2011 in Düsseldorf will continue to be supported.

FEFCO depends on the input of its members so that we can continue to produce results in such a wide variety of tasks. This kind of partnership has worked out well for us all in the past, and we are confident that in the future we will continue to get the support and the positive feedback that we need to succeed.

We thank you all and wish you every success in 2011.

# FEFCO 16<sup>th</sup> Technical Seminar Munich, Germany

## FEFCO Technical Seminar Registrations have started, be there!

A unique Technical platform for the Corrugated Industry and its suppliers

FEFCO 16<sup>th</sup> Technical Seminar  
23-25 March 2011  
Olympiapark, Event Arena  
Munich, Germany

We are pleased to remind you that the 16th Technical Seminar organised by the FEFCO Production Committee will be held on 23rd, 24th and 25th March 2011 at the Olympiapark Event Arena in Munich.



*Event Arena and Olympiapark*

## Preliminary Programme

### Wednesday 23 March 2011

- 09.00 Registration at the Event Arena
- 10.00 Exhibition starts
- 12.30 Bretzel & Weißwurst corner
- 13.30 Opening of the Conference
- 13.45 **Conference Session on Efficiency in Maintenance, Production and Logistics**
- Future Trends**
- 14.15 **The Practicalities of Outsourced Maintenance**
- 14.45 **Optimal Flow in a Corrugated Production Plant**
- 15.15 Coffee Break – Exhibition Hall
- 15.45 **Evolution in Internal Logistics**
- RFID in Paper Reels**
- RFID Supporting Finished Products**
- High Storage Finished Products**
- High storage WIP**
- 16.45 Pause
- 17.00 **Spotlight Session 1**
- 18.00 Session ends
- 19.00 Exhibition closes

### Thursday 24 March 2011

- 09.00 **Conference Session on Best Use of Raw Material**
- Part A - Performance Packaging**  
*Arco Berkenbosch, Smurfit Kappa Group*
- Part B - Reduction of Material Losses**
- 10.30 **Coffee Break – Exhibition Hall**
- 11.30 **Spotlights: Session 2**
- 12.30 Lunch
- 14.00 **Conference Session on Best Use of Raw Material**
- Part C: Lightweighting by Rightweighting**  
*by Marek Motylewski, Mondi Swiecie*
- 15.30 **Coffee break – Exhibition Hall**
- 16.00 **Spotlights: Session 3**
- 17.30 **APEX Cocktails on the Exhibition Floor sponsored by apex**
- 19.00 Exhibition closes

### Friday 25 March 2011

- 09.00 **Spotlights: Session 4**
- 09.45 **Coffee break – Exhibition Hall**
- 10.30 **Conference Session on Corrugator Process Control**
- Part A - Fundamentals of Corrugator Process Control**  
*Robin Pool, Industry Consultant*
- Part B - Automated Corrugator Process Control System**  
*Gustavo Gustavo Sandoval of Intellisys Corrugated Systems*
- Part C - A Users Perspective**  
*Michael Frey of Rondo Ganahl AG*
- 12.20 **Pause**
- 12.30 **Award Ceremony**
- 13.00 **Lunch**
- 14.00 **Exhibition closes**

### Conference Registration

A mini site dedicated to the Munich Technical Seminar is now online, directly accessible from the FEFCO Home page, Conference registrations have now started and registration is available online, using your FEFCO login & password. The Early Bird fee for the full seminar ticket is available **until 21st January 2011**.

#### Reminder Spotlights

To apply for a spotlight, please contact FEFCO secretariat at [info@fefco.org](mailto:info@fefco.org)



## Exhibitors

This exhibition is reserved for FEFCO Sympathiser Members.

Stand registration is now almost fully booked but a few stands are still available. The exhibition floor plan may be seen on the Munich Website. To reserve a stand, please contact Ria Van den Bogaert: [ria@vandenbo.com](mailto:ria@vandenbo.com) or fax back the registration Form which is now available from the FEFCO website.

The Exhibition manual will also be available on line before the end of the year. This includes practical and technical information for exhibitors (access to the Event Arena, opening time, set-up and dismantling time, safety instructions, etc), as well as suppliers order forms (stand, furniture, catering, plants, and audio-visual equipments etc.).

Invitations: Exhibitors may **invite guests to the exhibition floor** at a day fee of 100€ (including non FEFCO member) - please contact FEFCO staff at [info@fefco.org](mailto:info@fefco.org).

If your company wishes to become a Sympathiser Member of FEFCO, please contact [johanna.kloeck@fefco.org](mailto:johanna.kloeck@fefco.org)

## Current Exhibitors

Absolute Engineering

Adalis Corporation

Albany International Italia

Alliance Machine Systems Europe

AME

Apex Deutschland

ASAHI MACHINERY EUROPE

Asitrade

Baumer hhs

BCM Transtech

BGM Bahmüller & Göpfert

BHS Corrugated

Bobst Group Deutschland

BP-Agnati

Cargill Europe

Dücker Corrpap

DUO-Technik

DURST PHOTOTECHNIK DIGITAL TECHNOLOGY

EMBA Machinery

Emport Ky

Erhardt + Leimer Corrugated

ESCADA SYSTEMS (EUROPE)

Flexo Concepts

Flexo Clean

Fosber

Fossaluzza

Friese

Function Control

Gerd Mosca

IntelliSys Ingenieria

JB Machinery

JS Corrugating Machinery

Karl Marbach

Kiwiplan Europe

MarquipWard United

Martin

MHE

Marotech

Minda Industrieanlagen

M-real Corporation

Mühlen Sohn

OM Partners

Roda

Roquette

S.E.E.M.I.

Savon Sellu Oy - Powerflute

Serra

Stratis Plastic Pallets

Terdeca

Tieto

Tiruña

Voith Paper Fabrics

Vonderheiden

Witron Logistik + Informatik

## Hotel Accommodation

FEFCO has pre-booked rooms in a selection of 7 different hotels located either in the center of Munich or near the exhibition venue. Hotel Booking is now available and a description of each hotel is accessible in the hotel section of the Technical Seminar website.

Hotel booking deadlines are between January 12th and February 9th 2011 (depending on the hotel). Although we have negotiated special rates for delegates, it might be possible to find cheaper rates on the internet under certain conditions.

## Sponsors

This Seminar is one of the best platforms to promote your technical solutions. A wide variety of promotional packages is still available, each of which provides an effective way to target your message towards decision-makers.

### Contact for Sponsorship opportunities

Nathalie Schneegans – Communications  
Director: + 32 2 650 08 32 -  
[nschneegans@fefco.org](mailto:nschneegans@fefco.org)





## EHI study: Corrugated Board is Preferred for Point of Sale Displays

Corrugated board is the ideal choice for effective sales promotion in the retail trade. This is the main conclusion of a study carried out in November 2010 by the EHI Retail Institute in the German retail trade and consumer goods industry. According to the study, corrugated board is clearly the preferred material for promotional displays. The EHI study reveals that 100% of retailers use corrugated board for secondary placement, and in the words of Dr Oliver Wolfrum, the Managing Director of the Association of Corrugated Board Manufacturers, the study confirms that "corrugated board is practically indispensable at POS".

Other materials are used, mainly for longer-term promotional campaigns, but the EHI study found that they are not very popular with retailers. Retailers prefer sales-promotion campaigns of short duration and this is where corrugated board shows its full potential. Corrugated board has a good price-performance ratio in the case of short promotional periods, and has the added benefit of being easily disposed of and recycled after use. Of those questioned, 80 percent stated a preference for single-material displays and 70 percent demanded displays made from renewable raw materials; corrugated board meets both of these requirements exactly.

### Environmental compliance counts

"The ecological properties of corrugated board are very highly appreciated by those questioned", says Dr Wolfrum. "This is due to the packaging material's effective use of

space together with its use of natural raw materials which are completely recyclable. After use, the corrugated board displays can be easily folded together in a space-saving way before being recycled". The EHI study shows that these attributes are highly desirable for retailers, who demand displays and packaging materials that take up the minimum of space, so as to keep both logistics costs and CO2 emissions as low as possible. When asked to give a basic assessment of sales promotion initiatives, retailers and manufacturers of consumer goods sometimes reveal that they have different priorities. While almost three quarters of the industrial companies are enthusiastic concerning the use of promotional display, the retail trade is very clear about its priorities; POS displays are particularly valued if these fit into the store's own concept, are attractively designed and are solidly constructed. In order to ensure the complete success of sales promotion initiatives using displays, the authors of the study recommend even closer cooperation between retailers and the manufacturers of consumer goods.

### Added value for marketing

"In this respect the potential of corrugated board can be utilised even better. Due to its versatility, our packaging material scores particularly well and satisfies some wide-ranging demands", continues Dr Wolfrum, who adds: "corrugated displays can be used both for innovative promotional concepts and for integration into existing marketing strategies. Corrugated board offers excellent

printing properties, which makes it possible to maintain a high-quality brand appearance thus promoting both sales and image at POS".

Supermarket customers are continually surprised by attractive secondary placements especially where thematic and seasonal events are involved, to the benefit of both retailers and manufacturers. During last summer's World Cup competition, man-sized Germanic warriors promoted chocolate bars in the German colours; at Halloween haunted castles were deployed. At Advent, customers will be put into the festive spirit by the use of illuminated Santa Claus sleighs, richly-detailed cribs or impressive Christmas trucks for a certain dark-coloured beverage; all made from corrugated board.



For further information, please contact Dr. Oliver Wolfrum, VDW Managing Director at +49 (0) 6151 92940

# NADS and Country Activities

## France / ONDEF

### The Corrugated Stars! Corrugated Stars 2010 spotlights innovation and eco-design



This year's Corrugated Stars design competition, organized by ONDEF (L'Emballage Ondulé de France) was really forward looking. In total, 56 new packaging projects were presented by corrugated manufacturing companies and 31 corrugated designs were entered by packaging students, a record year!

The Press conference held on 18 November 2010 in Paris before the award Ceremony took place in presence of Mr. Hervé Mariton, Member of the National Assembly, and of the Finance Committee. He is also responsible for reporting on questions regarding sustainable development.

#### Corrugated Gold Star winners were:

##### 1. Category: Design and product differentiation

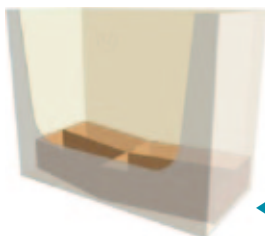
Saica Pack for its "Fitment for Cognac bottle". The attractive E flute outer was complemented by a clever inner fitment which secured the prestigious presentation bottle of cognac.



▲ 1. Saica Pack - "Fitment for Cognac bottle"



▲ 2. Otor - Hennessy Cognac box



◀ 4. International Paper display box



▲ 3. Cartonnage Mulliez Richebe - cigars display



5. Saica pack "Twobox" ▶



▲ 6. DS Smith Kayserberg - magic lantern



7. Emin Leydier Emballages - Elytra® mini-container ▶



Young Corrugated Star magnetic box ▶

##### 2. Category: Decorative design and print

Otor for its golden Hennessy Cognac box with a quilted effect.

##### 3. Category: Sales and display packaging

Cartonnage Mulliez Richebe for its compact cigars display, designed for counter-top as well as wall mounting.

##### 4. Category: Packaging optimisation

International Paper for its display box featuring a triple chevron design of reinforcement at its base. This clever construction allows for better visibility of the products and savings on raw materials and storage space.

##### 5. Packaging & supply chain

Saica Pack scored again with its "Twobox" for carrots bags. This is a very convenient modular display which facilitates better access to the product. The top box is easy to remove when empty, and the upper and lower boxes are connected by their flaps providing a continuity of the content.

##### 6. Category: Non packaging design

DS Smith Kayserberg with its corrugated board magic lantern slide viewer, featuring a simple pocket torch as the light source.

##### 7. Category: Ecodesign

Emin Leydier Emballages with its Elytra® 20kg starch powder mini-container for Roquette Frères.



Luis Martinez, Smurfit Kappa (first row on the right handside) and his team and customers proudly showing their 3 prizes (silver & bronze).

This packaging is manufactured in a 'white room' environment using the exclusive Elytra® food contact process.

Replacing a cylindrical drum pack, the new shape results in lower transport and storage costs. A U-shaped fitment helps prevent distortion of the pack by the contents. It features a tamper-proof locking system and is composed of a mono material. The pack is 100% recyclable.

Finally the Young Corrugated Star has been awarded to 3 students from the IUT de Reims for their Magnetic Box. This magnetically closed shoe box can be opened and used as a display giving 360° visibility of the product.

For further information please contact ONDEF at [sec@ondef.org](mailto:sec@ondef.org)  
Tel: +33(0)1 53 89 25 40





## Spain / AFCO

The Association of Spanish Manufacturers of Corrugated Board

### The Spanish leading brand Plaform adhering to the CF International Standard



Plaform, a sustainable corrugated board

packaging system for fruits and vegetables, takes over the leadership of promoting the implementation in Spain of the Common Footprint Standard (CF) and the use of the CF Stamp on agricultural trays.

AFCO recommends the implementation in Spain of the Common Footprint (CF), a Europe-wide standard that guarantees safe and efficient stacking of all fruit and vegetable trays, as well as facilitating commercial exchanges among different manufacturers. Standard sizes of base and common stacking features enable every producer in Europe and the United States to form mixed stackable pallets of any type of fruit and vegetable.

Plaform is the first Spanish brand to join the CF standard, and its packaging now carries this new quality stamp, offering its customers the opportunity for more added value.

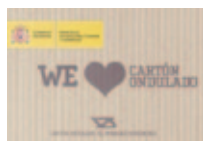
### XV<sup>th</sup> AFCO Congress will be held in Granada, from 25 to 28 May 2011



AFCO is finalising the organization of its XV<sup>th</sup> Congress to be held for the first time in Granada, Andalusia. The city of the Alhambra, the famous Moorish palace and fortress, is one of the most popular tourist destinations in Europe, and the Nazaries Hotel is the perfect venue for such an event.

More information can be obtained from [www.afco.es](http://www.afco.es)

## 'We love corrugated' initiative



The Spanish Ministry of Industry, Commerce & Tourism has come forward with an

emphatic endorsement of corrugated packaging. The Ministry has published a new and informative document describing and promoting three of the main characteristics of corrugated packaging: its sustainability, its cost and its efficiency.

This is a vivid demonstration of the Spanish Government's commitment to sustainable development and recognition of the unbeatable ecological properties of corrugated packaging.

## UK/ CPI

### Cutting carbon with corrugated



CPI has issued a press release announcing that corrugated packaging has reduced its carbon footprint by 12%. It is an achievement which demonstrates that, once again, the paper industry leads the way on environmental matters. The evidence for the reduction in the carbon footprint comes from the FEFCO database compiled by an independent consultant.

"Everybody agrees that we need to optimise the use of packaging but the focus should not only be on reducing the carbon footprint of packaging but also on space efficiency and reducing product waste. This is why our industry is calling for 'rightweighting not lightweighting'. What we want to do now is move the debate on in such a way that everyone begins

to understand that the right corrugated packaging can create huge environmental savings through its overall performance, such as making better use of space to take lorries off the road, not to mention its superb record on recycling rate and recycled content."

This has proved to be the most successful press release that CPI has issued on corrugated packaging and it has now been printed in a very wide range of UK and European trade journals.

### Corrugated industry urges MPs to be positive about packaging

At the House of Commons on 30 November, representatives from all parts of the corrugated packaging industry met with Members of Parliament to put the case for packaging's essential role in business and society as a whole.

Clive Bowers, Chairman of the CPI Corrugated Sector, representing the industry made a briefing to MPs on the importance of corrugated packaging to the UK and provided them with a list of action points for the future including:

- Tackling food waste as a matter of urgency as its environmental impact is 10 times greater than that of packaging.
- Ensuring the quality of recycled materials, which are vital for the manufacture of new boxes.
- Putting in place energy policies to ensure economic and reliable supply for the long term.

CPI will be keeping up a flow of communication to MPs in 2011 so that they understand as fully as possible what needs to be done to keep our industry, and manufacturing as a whole, in a healthy state."

For further information please contact Andrew Barnettson, Corrugated Sector Manager, on +44 (0) 775 771 662 or e-mail: [abarnetson@paper.org.uk](mailto:abarnetson@paper.org.uk).

# FEFCO Activities

## BRUSSELS BOX: FEFCO launches a members only E-Newsletter



### BRUSSELS BOX

Brussels Box will provide a summary of the work of our committees, as well as information on FEFCO's viewpoint on certain issues etc.

Brussels Box will always be short and compact, but this new information tool has the following aims:

- To provide a comprehensive summary of internal Committee and workgroup meetings
- To update the membership concerning important issues
- To provide information about future events

This newsletter is for FEFCO members only. If you are a member and have not yet received the Brussels Box newsletter please contact us at [info@fefco.org](mailto:info@fefco.org)

## Happy New Year

The FEFCO Board and the Brussels' team wishes you and a Happy and successful New Year in 2011.



**Happy New Year 2011!**

## EU Parliament movie on corrugated



The European Parliament recently made a film about corrugated with the support and active involvement of FEFCO. The film may be watched online by visiting the FEFCO home page and clicking on the link in the right-hand column of the page, above the CF (Common Footprint) logo.

## Future FEFCO Technical Seminars – beginning in 2013

At the last FEFCO Board Meeting held on 14 December 2010, it was agreed that future FEFCO Technical Seminars would always be held in the Autumn in order to provide enough time between the FEFCO event and the German Technical event organised by the German Corrugated packaging Association (VDW). This will avoid having the two events in the same year.

# Events

## FEFCO Technical Seminar

23-25 March 2011  
Event Arena, Olympiapark  
Munich - Germany  
[www.fefco.org](http://www.fefco.org)

## Announcement next FEFCO Summit 2012

The next venue will be Vienna – Austria  
The date will be announced at a later stage

## Industry Events

### ICCA / WCO Global Summit 2011

May 23, 2011 - May 25, 2011  
Montreal , Canada  
Venue: Fairmont The Queen  
Elizabeth Hotel  
[www.iccanet.org](http://www.iccanet.org)

### Sino-Corrugated

7-10 April 2009  
Shanghai New International Expo Centre  
Shanghai, China  
[www.sino-corrugated.com](http://www.sino-corrugated.com)

## Other Events

### Venue: PRINT PACK INDIA

16-21 January 2011  
Pragati Maidan, New Delhi, Delhi, India  
[www.ipama.org](http://www.ipama.org)

### VERPACKUNG Nord 2011

26-27 January 2011  
16-17 February 2011  
Hamburg Messe, Germany  
[www.easyfairs.com](http://www.easyfairs.com)

### Paper World 2011

29 January to 1 February 2011  
Exhibition Centre Frankfur - Germany  
<http://paperworld.messefrankfurt.com>

### Fruit Logistica 2011

9-11 February 2011  
Berlin Messe, Germany  
[www.fruitlogistica.de](http://www.fruitlogistica.de)

### PACKTECH 2011

16-17 February 2011  
NEC, Birmingham , UK  
[www.easyfairs.com/](http://www.easyfairs.com/)

### Packaging innovation 2011

23-24 February 2011  
CCIB Barcelona,  
[www.easyfairs.com](http://www.easyfairs.com)

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