



**RE-IGNITING THE FLAME**  
FEFCO SUMMIT LONDON  
4-6 JUNE 2014

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**Richard Coward,**  
FEFCO Communication  
Committee Chairman

Dear Colleagues,

Following the two successful summits in the new format in Barcelona and Vienna, we are this year looking forward to welcoming more than three hundred delegates to London. The delegates include the movers, shakers and strategic decision makers from across the whole of the European Corrugated Industry.

There is still time to book, so don't miss the chance of hearing from our industry leaders while also making those critical connections with industry figures during the ample time set aside for networking. One of the highlights will be the summit dinner in the wonderful and historic surroundings of the Guildhall in the heart of the City of London.

Across Europe, there has been a patchy recovery from the recession which started six years ago in 2008. Recessions, fortunately, don't last forever and there has to be a time when the flame is re-ignited. We all want to work in an industry which is moving forward, innovative and an attractive place to work, where the very best, talented people want to forge their careers. If we are to be that place we need to have the courage to invest in new technology, in our market image and in our people.

Come and be inspired by a city that held a fantastic Olympic Games in 2012, where we saw the pinnacle of human endeavour, and which is one of the greatest creative and productive hubs in the world.

We need to have the collective will to move our industry forward, away from defensive attitudes and on to those which promote our product in such a way so that it stands apart from our would-be competitors. We have a great story to tell of a flexible, environmentally sound product. Let's celebrate our product and our industry together!



# RE-IGNITING THE FLAME

## FEFCO SUMMIT LONDON

4-6 JUNE 2014

### PROGRAMME

#### Wednesday 4 June 2014

- 15.00** Summit registrations
- to 18.00** at Millennium Gloucester Hotel and Conference Centre

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- 19.00** FEFCO Welcome Cocktail sponsored by CPI UK  
The Conservatory room – Millennium Gloucester Hotel  
Dress code: smart business

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- 20.30** End of the Cocktail reception  
Free evening

#### Thursday 5 June 2014

##### Millennium Conference Centre - Orchard Suite

- 09.00** **Welcome address**  
FEFCO President – Roberto Villaquiran

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- 09.15** **Overview of the UK Market**  
Richard Coward – FEFCO Communication Committee Chairman

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- 09.40** **Packaging, Politics and Sustainability**  
Jane Bickerstaffe – INCPEN

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- 10.05** **Corrugated Market Prospects**  
Simon Southern – NOA Prism

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- 10.30** Coffee break

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- 11.15** **Keynote Session "Leadership Perspectives"**  
Miles Roberts (DS Smith)  
Dr Jan Klingele (Klingele Papierwerke),  
Gary McGann (Smurfit Kappa Group)

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- 12.45** **17 million meals, 47 locations over 17 days. Where do you start?**  
Jan Matthews – CEO of RP Global.uk (formerly Head of Catering Cleaning and Waste London 2012)

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- 13.15** **Seated Lunch – Sentosa Suite**

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- 14.30** **Health & Safety Through Leadership and Worker Engagement: Lessons from London 2012**  
Lawrence Waterman – Head of Health and Safety Olympic Delivery Authority

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- 15.00** **Market & Environment Campaign: Protecting, Enhancing and Growing Our Market**  
Ben Blydenstein – FEFCO

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- 15.30** **High Volume Digital Printing**  
Wilbert Streefland – Technology Coaching BvbA



CPI is the sponsor of the Welcome Cocktail



is the sponsor of the coffee breaks



- 16.00 End of Afternoon session

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- 16:45 **Optional Visit - Museum of Brands, Packaging and Advertising**  
Departure by bus to the Museum of Brands – after the visit, the bus will return directly to Guildhall from the museum

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- 18.30 **FEFCO Get-Together Dinner**  
Departure by bus – meeting point Millennium hotel  
Dress code: smart business

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- 19.00 **FEFCO Get-Together Cocktail**  
Guildhall (Crypt)

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- 20.00 **FEFCO Get-Together Dinner**  
Guildhall (Great Hall)

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- 23.00 End of the reception and departure by bus to the hotel

#### Friday 6 June 2014

- 09.00 Welcome and Introduction

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- 09.05 **Future of FMCG Retail Packaging**  
Andrew Revel – Faraday Centre for Retail Excellence

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- 09.30 **Where is Grocery Retail Going... and How Can Packaging Manufacturers Follow?**  
James Walton – Chief Economist IGD

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- 10.00 **Retailers' View**  
TBC

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- 10.30 **How Can We Work Together to Grow in a Stagnant Economy?**  
Alison Coudene – Nestlé

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- 11.00 Coffee break

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- 11.30 **The Challenge of Exceeding Supermarket Customer Expectations in Own-Label Packaging**  
Simon Irons, 2 Sisters Food Group

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- 12.00 **Open Innovation in a Mature Industry**  
**Two Teams Break Through**  
Marco Mensink – CEPI

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- 12.30 **FEFCO Outlook and Perspective... and Feedback from the Corrugated Board Factory of 2025**  
Angelika Christ (FEFCO) and Marc Van Damme (Production Committee Chairman)

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- 13.00 **Closing Address**  
Richard Coward – ComCom Chairman

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- 13.15 Buffet Lunch – Sentosa Suite

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- 14.30 End of the Summit

#### New FEFCO Summit mobile event application



This application is a great communication tool which provides an excellent platform to simplify the life of FEFCO Summit attendees.

In your pocket, carry with you the Summit programme, the speaker and attendee list which

are constantly updated. You can also edit your own schedule and receive all the event announcements, locate sessions and various venues, learn more about speakers and other attendees and participate in surveys.

You will have access to event information such as Google maps of the various venues (London tube, hotels, visits and dinner). There is even a list of restaurants and useful links.

This web app operates within an Internet browser and is accessible as a website; therefore it can be opened from any device that has an Internet browser – smartphones (all types), tablets, laptops, or desktops.

#### Please test it now, it's very simple!

By scanning the QR code or entering the Summit's URL you can have immediate access to the app; then you can save the app to your home screen (menu add / save bookmark or by clicking on the arrow icon for iPhone).

Scan this code for the FEFCO Summit in London:



Or open this link <http://eventmobi.com/feocosummit2014>

The browser loads your event app automatically for immediate offline use!



HP is the sponsor of the event



International Paper and Board Magazine is the official Media Partner of the Summit

# A MESSAGE FROM Mr CORRUGATED

## HELLO!

2014 has got off to a great start. My images, advertising and video continue to be used by the National Associations: most recently VDW (Germany) translated the video, uploaded it onto their website and included a feature about it in their members' magazine 'Ausgepackt'. AFCO (Spain) are also promoting a spanish version of the video on their website. Meanwhile, in Poland the Corrugated of Course website has been translated and advertising is planned.

We continue to promote corrugated packaging's role in helping prevent food waste, thereby showcasing the benefits of corrugated packaging to supply chain target audience and EU Institutions. We participated in the event Packaging Waste and Sustainability Forum in Brussels on 4-5 March: I appeared at the reception, in the coffee break area and either side of the stage communicating a range of ways that corrugated packaging helps prevent food waste (see images opposite). At the same time a speech entitled 'Packaging: Waste or Waste Prevention?' was made at the conference by Ben Blydenstein. We're also participating in Save Food at the Interpack Fair in Dusseldorf from 8-14 May. I appear again to promote the key messages and we're making a speech about the role of packaging in preventing food waste at the Innovationparc Packaging event.

We continue with our PR and advertising activities: The Press Release entitled 'Corrugated can reduce global food waste' was circulated on 20th February to a new database containing 590 publications within the 21 EU member states, and many publications have already run with the messages we provided. Later this year we will be running an advertising campaign targeting packaging decision makers within the fruit and vegetable category.

Finally, I will be involved with FEFCO's initiative to support our members' efforts to promote Health and Safety, which is a foundation stone of our industry's activities. We are very grateful to members who so far have supported the 'Corrugated of Course' Campaign and we encourage all members to join our future activities. Many thanks and see you at the FEFCO Summit!

Best regards,  
Mr Corrugated

**HELLO**

**I'M HELPING TO COMMUNICATE THE MANY BENEFITS OF CORRUGATED PACKAGING.**



Promoting corrugated in Poland

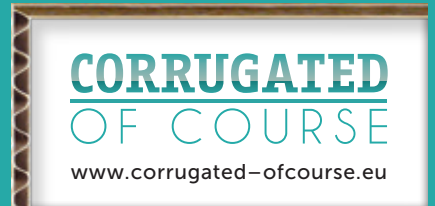


To view my advertising or watch my video or to learn more about the benefits of corrugated packaging please visit [www.corrugated-ofcourse.eu](http://www.corrugated-ofcourse.eu) or contact FEFCO Marketing and Environment Director Ben Blydenstein: [ben.blydenstein@fefco.org](mailto:ben.blydenstein@fefco.org)

**SAFETY HERO,  
ACCIDENTS ZERO**



Promoting Health & Safety



## Mr CORRUGATED SUPPORTS FOOD WASTE REDUCTION THEME

**I'M EASY  
TO HANDLE.**



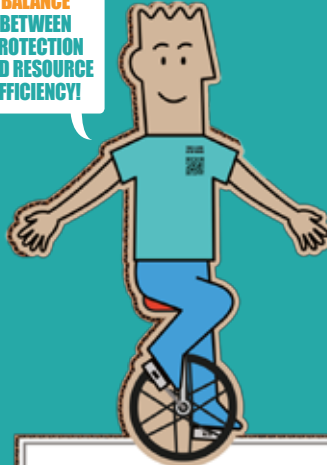
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OF COURSE**  
www.MrCorrugated-film.eu

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FOR THE BULK  
TRANSPORT  
OF FOOD.**



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BETWEEN  
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## National Associations Update

# Quite a Package Campaign from the Finnish Association

The Finnish packaging sector has come together to produce a campaign highlighting the wide range of benefits of different packaging styles. The objective of this online promotion is to generate discussion on the positive characteristics of paper based packaging.

The Quite a Package! Campaign is a series of entertaining video animations following two characters called Siiri and Rolle, who explore the benefits of different types of packaging as they go about their daily life.

These short stories highlight in a fun way the many essential benefits of packaging such as **protection, food waste prevention and fit for purpose design** (suitable characteristics in material properties, dimension, strength, etc.). One of the benefits underlined in one animation is of course the minimum impact of packaging on the environment and the efficient use of raw materials.

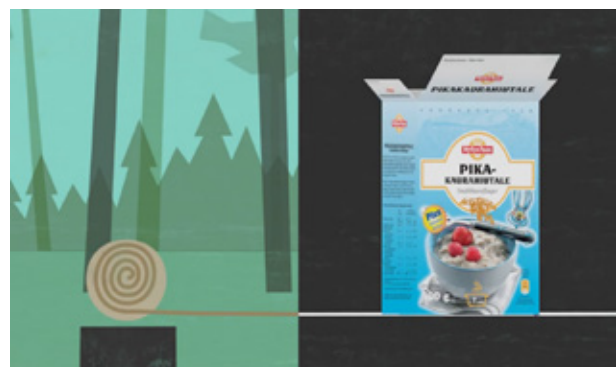
One video relates to paper and how it protects chocolate during its transport around the world. Another is about oatmeal packaging and explains why folding carton is sustainable packaging and how it limits the environmental impact (through recycling and efficient use of resources). Then there is a more general animation featuring how packaging limits and prevents food loss. There is even a video about convenience packaging showing a plastic bottle for coffee.

Finally the video which is related to corrugated shows Siiri and Rolle eating pizza, out of corrugated boxes - of course!

These 6 videos demonstrate that our industrial society would not function properly without the right packaging choice - specifically designed for each purpose and usage. Between the lines it shows that some may see packaging as a problem, but this negative perception can be misleading and hide the many advantages which should also be taken into consideration.

Make sure you watch all the videos, especially the one featuring the corrugated pizza boxes:

Go to YouTube and type "Quiteapack"  
Or use this link: [www.youtube.com/user/Quiteapack](http://www.youtube.com/user/Quiteapack)



## FEFCO WORKSHOP – 18 JUNE 2014

# High Volume Digital Printing on Corrugated Board

The win/win approach using both traditional printing technology and digital print

### When?

18 June 2014

### Where?

#### Holiday Inn Brussels Airport

Holidaystraat 7  
1830 Diegem  
Belgium  
T: +32 (0)2 720 58 65

### During this intensive day, you will learn

- What equipment is available on the market for high volume digital printing on corrugated board. Four key machine manufacturers show their solutions.
- User experiences - how is digital printing used currently and what is the future?
- What will change for repro and the repro digital highway?
- Important steps in the decision making process when moving towards implementing digital printing;
- Mapping of the different print technologies in our industry based on print-quality, run lengths and tool costs.

### Registration

**This workshop is for FEFCO Members only.**

The registration fee is **350€** (excl. taxes) per person.

To register, go to the workshop page on the FEFCO website or go directly to:  
<http://wsregistration.fefco.org>

Please have available your FEFCO website login and password.

### Preliminary Programme

9:30	Coffee and Registration	
10:00	Welcome Address	
10:15	Introduction "Defining Digital Print on Corrugated Board"	Wilbert Streefland Technology Coaching
10:45	"From Print Tool to Print Data"	Jan De Roeck - ESKO
11:15	High Volume Digital Printing by Bobst SA	Sylvain REBET - Bobst SA
11:45	Coffee break	
12:00	High Volume Digital Printing by HP	HP - speaker TBC
12:30	High Volume Digital Printing in Practice	Nick Kirby - Swanline
13:00	Questions and Answers	
13:15	Lunch	
14:15	High Volume Digital Printing by SunAutomation	Sean Moloney - Sun Automation
14:45	High Volume Digital Printing by Barberan	Dennis Van Ijzerloo - Barberan
15:15	Coffee Beak	
15:30	Summary Presentation "The Win/Win Approach"	Wilbert Streefland Technology Coaching
15:45	Questions and Answers	

Should you have queries, please contact Houriet Lefebvre at [houriet.lefebvre@fefco.org](mailto:houriet.lefebvre@fefco.org) or on +32 2 626 98 35.

# FEFCO Activities

## Members

A big welcome to the following new Sympathiser and Corresponding members who have recently joined FEFCO:

## Sympathiser members

**Barberan SA – Spain**  
www.barberan.com

**Ernst Kraemer & Söhne – Germany**  
www.plastikgriffe.de

**Pamarco Global Graphics – USA**  
www.pamarcoglobal.com

**Re Controlli Industriali SpA – Italy**  
www.re-spa.com

## Corresponding members

**Duropack Turpak Obaly – Slovakia**  
www.duropack.sk

## New FEFCO Staff member



FEFCO is pleased to announce that Krassimira Kazashka-Hristozova has started as Policy Advisor for FEFCO on 1 April, 2014.

Krassimira combines extensive international health, safety and

environmental management experience in industry with regulatory experience at the European Commission. She achieved a Master's Degree in chemical engineering, with a specialisation in environmental protection, at the University of chemical technology and metallurgy in Sofia, Bulgaria; she also has a MBA from the Vlerick Leuven Gent Management School in Belgium.

Her work experience includes the environmental agency in Sofia, Bulgaria, the Bulgarian ministry of environment and water and the European Commission. At her last assignment, she was working as the HSE Manager Europe for a Belgian company.

She will lead the regulatory affairs work at FEFCO, ensuring that monitoring is complete and that our industry is well represented in legislative processes concerning corrugated packaging. She will also support technical projects.

Krassimira is married, has two children and she and her family have Bulgarian nationality.

# Events

## 2014 FEFCO Summit – London

4-6 June, 2014

The Millennium Gloucester Hotel & Conference Centre  
London, UK

[www.fefco.org](http://www.fefco.org)

## FEFCO High Volume Digital printing on Corrugated Board

18 June 2014, Holiday Inn, Brussels Airport

[www.fefco.org](http://www.fefco.org)

## Other Events

### SAVE FOOD Congress 2014

7-8 May 2014

Interpack Düsseldorf, Germany

[www.save-food.org](http://www.save-food.org)

### Interpack 2014

8-14 May 2014

Messe Düsseldorf, Germany

[www.interpack.com](http://www.interpack.com)

### FEST.A CROPAK 2014

29-31 May 2014

Plitvice Lakes National Park, Croatia

[www.festacropak.hr/en](http://www.festacropak.hr/en)

### Pulpaper

3-5 June 2014

Helsinki, Finland

[www.pulpaperevent.com](http://www.pulpaperevent.com)

### SIL

Int'l Logistics and Material Handling Exhibition

3-5 June 2014

Barcelona, Spain

[www.silbcn.com](http://www.silbcn.com)

### Eurasia Packaging 2014

18-21 September 2014

Istanbul, Turkey

[www.packagingfair.com](http://www.packagingfair.com)

### Verpackung Austria Vienna

24-25 September 2014

Vienna, Austria

[www.easyfairs.com](http://www.easyfairs.com)

### MACFRUT

24-26 September 2014

Cesena Italy

[www.macfrut.com](http://www.macfrut.com)

**FEFCO**  
Corrugated Packaging

**High Volume Digital Printing on Corrugated Board**  
FEFCO WORKSHOP – 18 JUNE 2014

**FEFCO SUMMIT LONDON**  
4-6 JUNE 2014

RE-IGNITING THE FLAME

Please join me at this inspiring event!

**FEFCO**

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