

**Marketing Committee**  
**June 2024**

# AGENDA

- Welcome / Apologies
- Regulatory: PPWR - Packaging and Packaging Waste Regulation Update
- Statistics: Statistics Report and Market Reports
- Activities:
  - Keep Me Posted Initiative Presentation
  - CITPA
  - Two sides
  - OMR Hamburg
  - DRUPA
  - Fachpack
  - Ambiente/Paperworld
  - UPU
  - others
- Presentation: FEPE Ambassador Presentation
- FEPE Congress: Hamburg 2024
- A.O.B.

# REGISTERED PARTICIPANTS

- Andrzej Kuczborski (Artic Paper)
- Jens Mesdag (Artic Paper)
- Kai Steigleder (Bong)
- John Zöllin (Elco AG)
- Yves Peiffer (ELEP NV)
- Jean-Noël Horeau (Gascogne Flexible)
- Jean de Coüespel (Mayer Kuvert Network)
- Daniela Steri (IRPLAST)
- Patrick Machiels (Kaenguruh)
- Nicolas Baudart (La Couronne)
- Thomas Schwarz (Mayer Kuvert Network)
- Maja Menard Cedilnik (MM KUVERTA)
- Matija Cedilnik (MM KUVERTA)
- Paul Frith (Multiplastics (Europe) Ltd.)
- Stanislav Menard (Nova Kuverta doo)
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- Joachim Hueber (Winkler+Dünnebier AG)
- Udo Karpowitz (FEPE)
- Paul Walsh (Ambassador)
- Wael Maaninou (Ambassador)
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# PPWR - PACKAGING AND PACKAGING WASTE REGULATION UPDATE



# FEPE Marketing Committee meeting

11 June 2024

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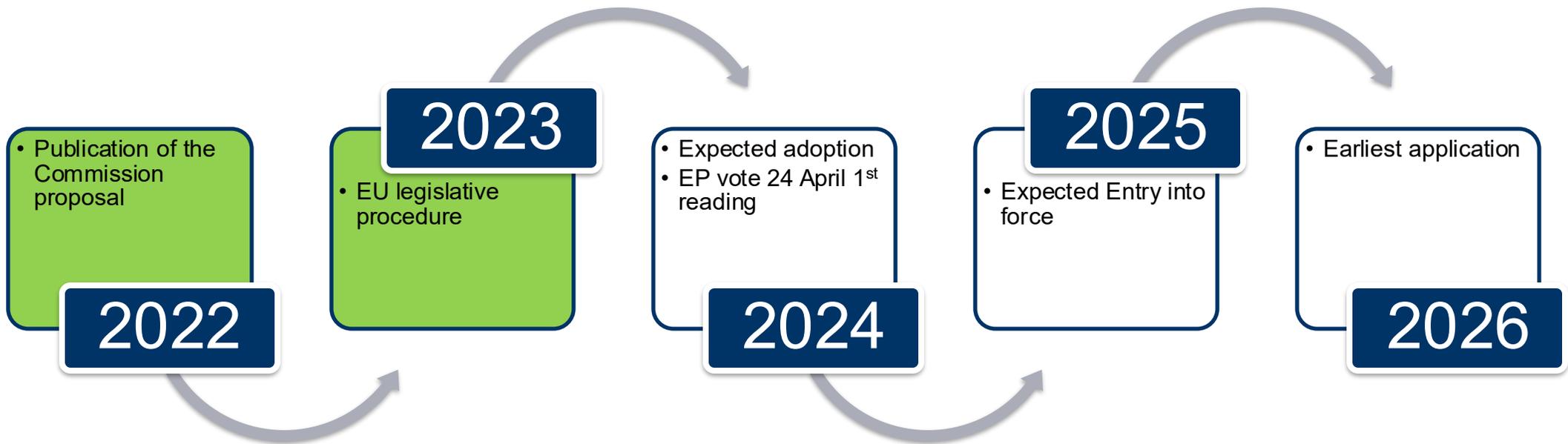
## Packaging and Packaging Waste Regulation



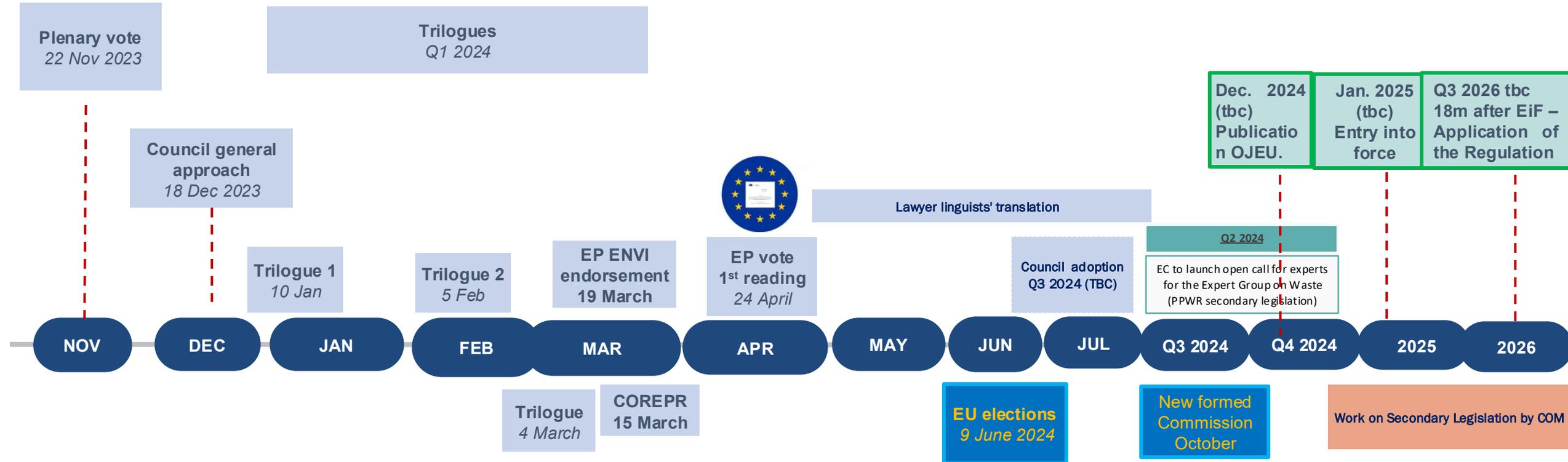
# Index

- **PPWR: key milestones**
- **PPWR timeline and what to expect**
- **PPWR scope**
- **PPWR key requirements**
- **Challenges and opportunities**

# PPWR: Key milestones



# PPWR Policy Timeline



# What changes ?

- **From a Directive to a Regulation = no transposition into national law.**
- **NEW requirements**
  - ◆ Focus areas: design for recycling criteria, substances in packaging, recycling performance grades, packaging minimization, Producers and Manufacturers Registers and technical documentation
  - ◆ Commission adoption of secondary legislation for technical provisions.

## What to expect?



- Council adoption - Q3 2024
- New Parliament need to approve the text
- Entry into force = end of 2024 or 2025.
- Transition period of 18 months = **short time for business operators** to adapt business operations and distribution
- PPWR shall establish specific deadlines to fulfil specific secondary legislation

# Definitions (article 3)

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Important definitions for waste management framework

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Annex I provides indicative list of items considered to be "packaging"

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Defines fundamental terminology as 'manufacturer,' 'importer,' 'producer,' 'supplier,' and outlining their respective obligations.

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Article 3, point (24): 'composite packaging' : 5% threshold and **exclusion of labels, varnishes, paints, inks, adhesives, lacquers.**

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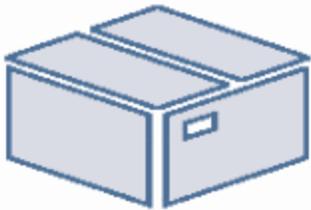
Defines threshold and limit for chemical substances in packaging



## Envelope and flexible ecommerce packaging



‘Postal item’ - Directive 2008/6/EC internal market of Community postal services



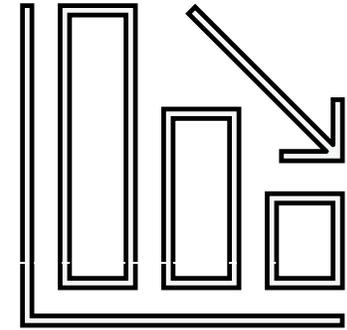
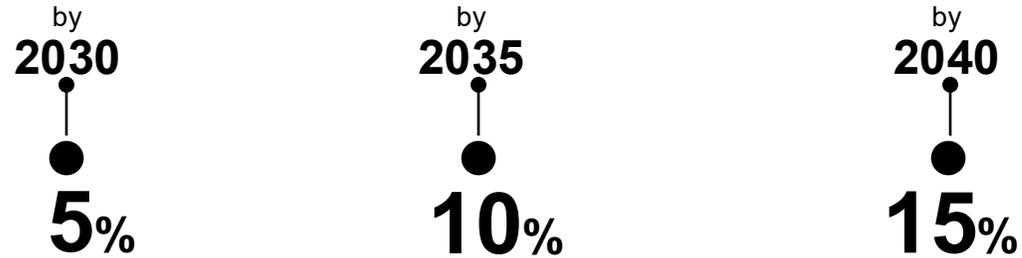
‘Transport packaging’ - PPWR



‘Ecommerce packaging’ - PPWR

# Changes PPWR implementation will bring to the packaging industries

- 1 All EU countries will have to reach new waste reduction targets



- 2 Some types of single use packaging will be **banned** from the markets

- 3 **Mandatory reuse targets** will be introduced for:

Transport packaging  
(incl. e-commerce)

Grouped Sales

Beverages

- 4 Minimisation of empty space
- 5 EU Labelling system
- 6 100% recycling will be the norm
- 7 Mandatory recycled content in plastic packaging

# Substances in packaging (Article 5) - Obligations



Minimization  
Substances of  
Concern (SoC)



Reporting: EC and ECHA to monitor SoC in packaging.



! EC report on presence and impacts in recycling by 31.12. 2026



Member State may consider further restrictions Article 5(3) .



PFAS Restrictions Food contact packaging Article 5(5)



Manufacturers must demonstrate compliance via technical documentation.



EC may lower limit for hazardous substances or exempt recycled materials taking into account scientific and technical progress.

# All packaging shall be recyclable (Article 6) after 2030



Designed for recycling



Separately collected



Sorted



Recycled to secondary raw materials to substitute primary materials



Recycled at scale (after 2035)

# Recyclable packaging ( Article 6 annex, II)

A **Recycling Performance Grade**, based on the recyclability by weight of a packaging unit.

A **Recycled at Scale** score, which evaluates the compatibility of packaging

Recyclability performance grade	Assessment recyclability in performance per unit in weight
GRADE A	≥ <b>95%</b> - At least 95% of the packaging by weight is recyclable.
GRADE B	≥ <b>80%</b> - At least 80% of the packaging by weight is recyclable.
GRADE C	≥ <b>70%</b> - At least 70% of the packaging by weight is recyclable.
GRADE D, E, F, G	< <b>70%</b> Technically non recyclable

 Packaging >70% weight = recyclable

 Packaging < 70% is identified as non- recyclable and cannot be placed on the market.

 **In 2038**  
Grade C ≤ 70% cannot be place on the market

# Packaging minimization ( Article 11 and 24)

## Packaging producers will have to :

- By 1 January 2030
- Discontinue misleading packaging (unnecessary layers, false bottoms)
  - Keep packaging weight and volume as low as necessary
  - Keep guaranteeing safety and functionality of the packaging
  - Consider development of reusable packaging

## Empty space ratio

- Void space must be reduced to 50% for transport**, ecommerce and grouped packaging.
- Methodology for calculating the empty space ratio is provided in article 24

## Exemptions

- Derogation!** – ecommerce and reuse packaging used as sales packaging can be exempted from this requirement

By 2027

- Commission to request CEN to develop harmonised standards packaging minimisation

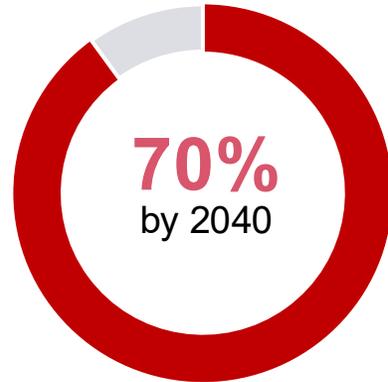
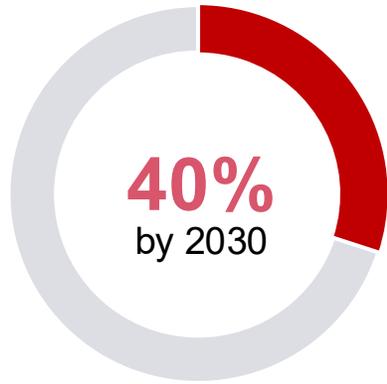
## Reuse targets ( article 11, 26, 27 and 29)

Product	2030	2040
Transport and sales packaging for transport within the EU territory ( incl. flexible formats and ecommerce)	At least 40% reusable	At least 70% reusable
Transport packaging for intercompany or partner companies	100% reusable	
B2B transport packaging within same MS	100% reusable	
<b>Exemptions</b>	<ul style="list-style-type: none"> <li>a) Packaging for transportation of dangerous goods;</li> <li>b) used for transportation for the large-scale machinery, and for commodities for which packaging are customed-designed to fit the individual requirement of the ordering economic operator;</li> <li>c) in flexible format, used for transportation, that is in direct contact with food and feed);</li> <li>d) in the form of <b>cardboard boxes</b></li> <li>e) <b>*announced plastic pallets wrappings and straps</b></li> </ul>	

**CARDBOARD BOXES EXEMPTED**

# E-commerce, transport, grouped packaging reuse target

## CARDBOARD BOXES EXEMPTED



BETWEEN SITES



**“From 1 January 2030, transport packaging including via e-commerce, shall ensure that at least 40% of such packaging used is reusable packaging within a system for re-use”**

## Labelling (article 12 and 13)

Packaging must be labelled with information on material composition

Secondary legislation : technical details by 18 months from EiF

Labels should use pictograms and be easily understandable



**Exemption! Transport packaging is exempt from labelling except for packaging that is part of a deposit and return system. 12(7)**

Digital data carriers can supplement physical labels

Compostable materials:, the label must indicate suitability for home composting and advise against discarding in nature.

Deposit Return System: Packaging must be marked with a clear and unambiguous label as specified by implementing acts.

# Restriction on Plastic carrier bags (article 34)



Member States shall promote the reduction in the consumption of lightweight plastic carrier bags in their territory.



= **New market opportunities for paper bags!**



By 2032 EC shall prepare a report on packaging materials other than plastic and, where appropriate, submit a legislative proposal .

# Article 15- Obligations for Manufacturers

Manufacturers shall:

place on the market packaging complying Articles 5 to 12 (substances and labelling)

carry out conformity assessment and draw up technical documentation (Annex VII)

draw up an EU declaration of conformity;

keep the technical documentation & EU declaration of conformity for 5 years;

ensure packaging bears a type, batch or serial number (for identification);

indicate :

registered trade name or registered trademark ;

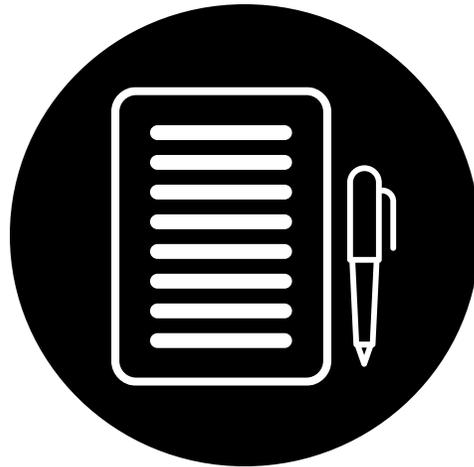
postal address;

electronic means of communication, by which they can be contacted.

# Impact on packaging operators - What to expect?

2027	Labelling of EPR Schemes
2028	Labelling of material composition
2030	Labelling of substances of concern
By 2030	Minimisation and reduction of empty space
By 2030	Member states (MS) to reduce packaging waste of 5% by 2030
By 2030	All EU market packaging must be recyclable
By 2030	Flexible packaging shall comply with 40 % reuse targets
By 2035	MS to reduce packaging waste of 10%
By 2035	The majority of packaging should meet recyclability standards and recyclable at scale
Starting 2035	Manufacturers must prove extensive packaging recycling
Starting 2035	Producers must register in a Producers register and provide technical specification.
By 2040	70 % of flexible packaging shall be reusable
By 2040	MS to Reduce packaging waste 15%

# PPRW – Documentation, reporting, labelling



**More demanding  
rules for packaging**



**Non-compliance = penalties  
OR market restrictions**

# Extended producers' responsibility EPR

- Member States to ensure EPR schemes are established by 31 December 2024.
- EPR fee will cover: costs referred to in Article 8a(4) WFD, + costs of waste receptacles' labelling, + costs of compositional surveys of collected mixed municipal waste.
- **Obligation for packaging producers/ PROs/ authorised representative to register in the register of producers** by submitting application in each Member State where they make packaging or packaged products available for the first time
- Modulation of EPR fees based on packaging recyclability performance grades (mandatory) and recycled content (voluntary)

# Penalties

- Article 68: failure to comply with Art. 24 to 29 the penalties = admin. fines.

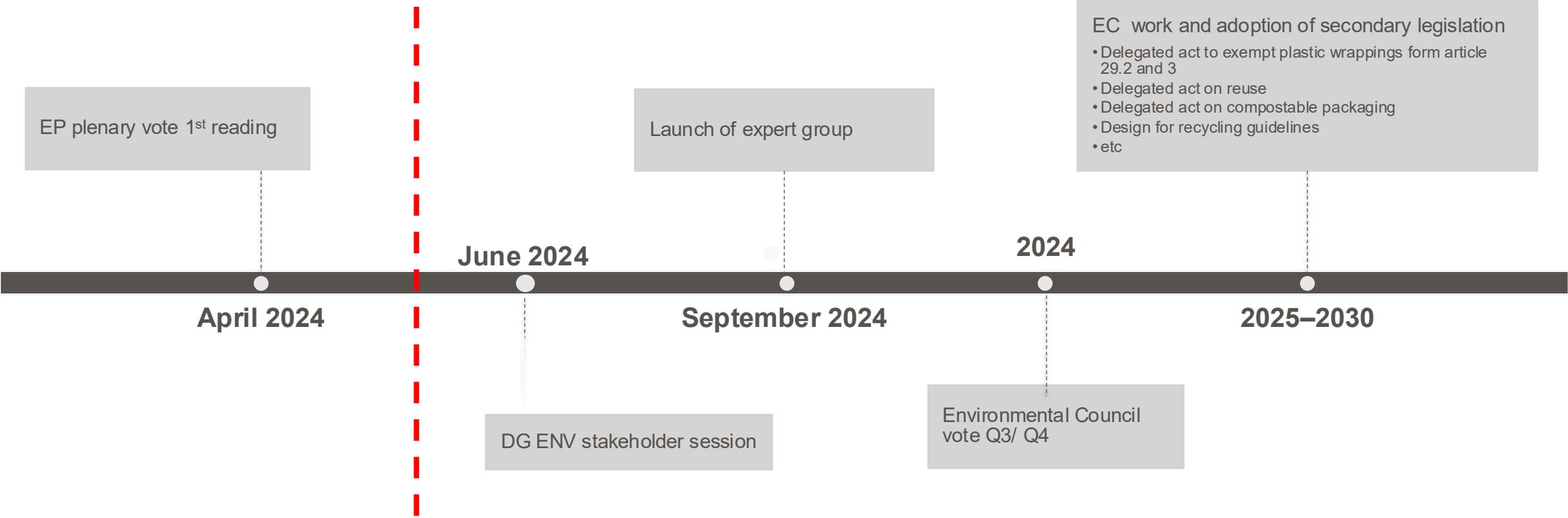
# Challenges & opportunities

<b>LESS WASTE</b>	Less packaging
<b>PRODUCT PROTECTION</b>	Life style change
<b>ENHANCE RECYCLING RATES</b>	Reuse
<b>PROFITABILITY</b>	New business models
<b>SUBSTITUTION</b>	Market opportunities
<b>INNOVATION</b>	Investments

# PPWR – challenges

- **Definitions need to be clarified**
- **Packaging out of the market by 2030 (e.g. not complying with empty space ratio)**
- **Ban on packaging with performance grade C by 2038 ;**
- **Reuse targets**
- **COM to assess and improve waste prevention targets by 2033;**
- **Possibility for future recycled content targets for materials other than plastic (art.6)**
- **Sales packaging used as e-commerce packaging shall be exempted from the obligation of 50% empty space ratio**
- **Member States can:**
  - maintain restrictions adopted before 2025 on packaging formats made from materials not listed
  - adopt additional provisions on top of PPWR

# Next steps



# How can you get involved?

 Openly communicate practical difficulties;

 Engage in dialogue with FEPE and value chain;

 Develop technical argumentations and Clarify definitions;

 FEPE to liaise with Commission services and Parliament team;

 CITPA to apply for expert group seat.

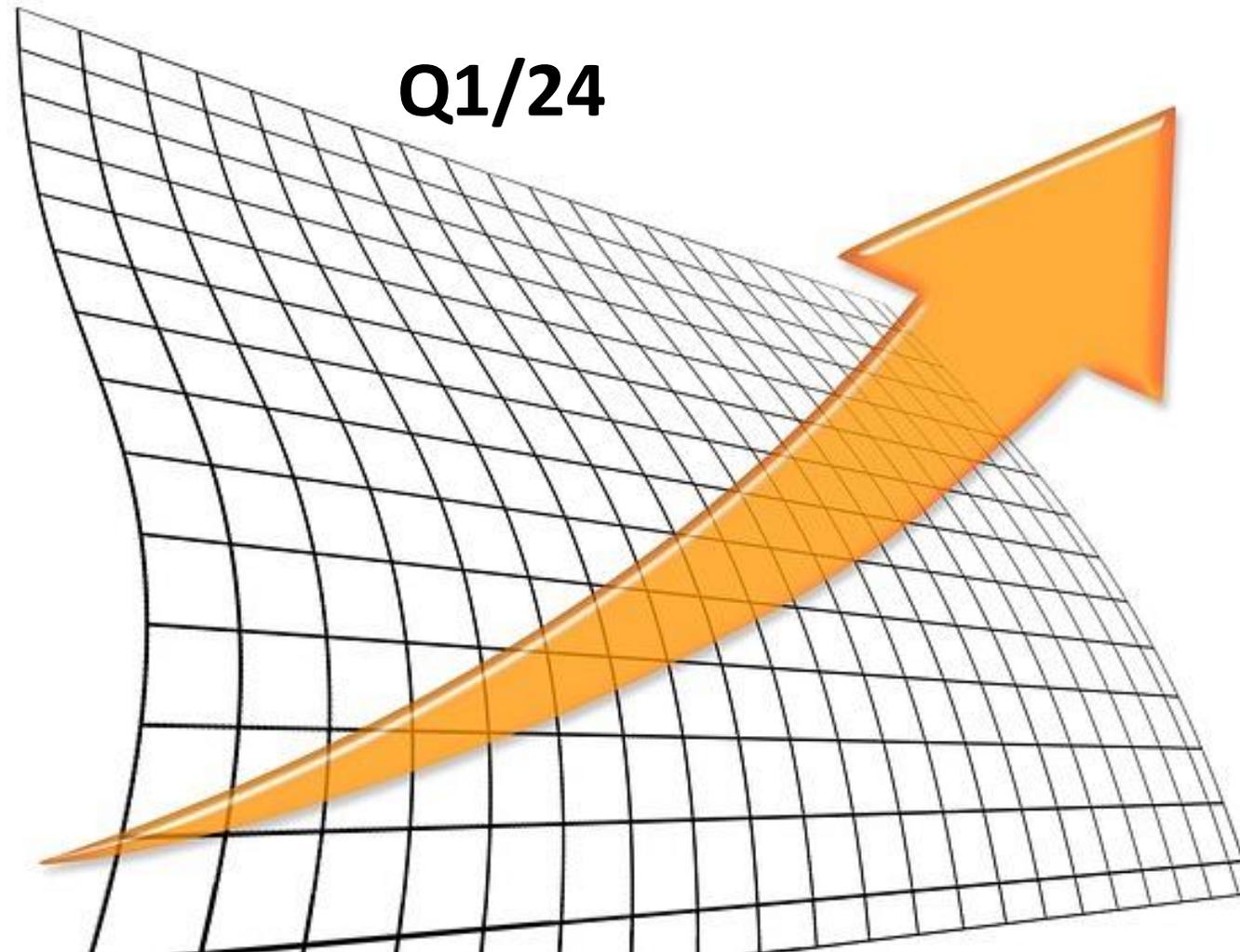
 Get involved with your CEN representative

**Thank you!**



# STATISTICS AND MARKETS REPORT



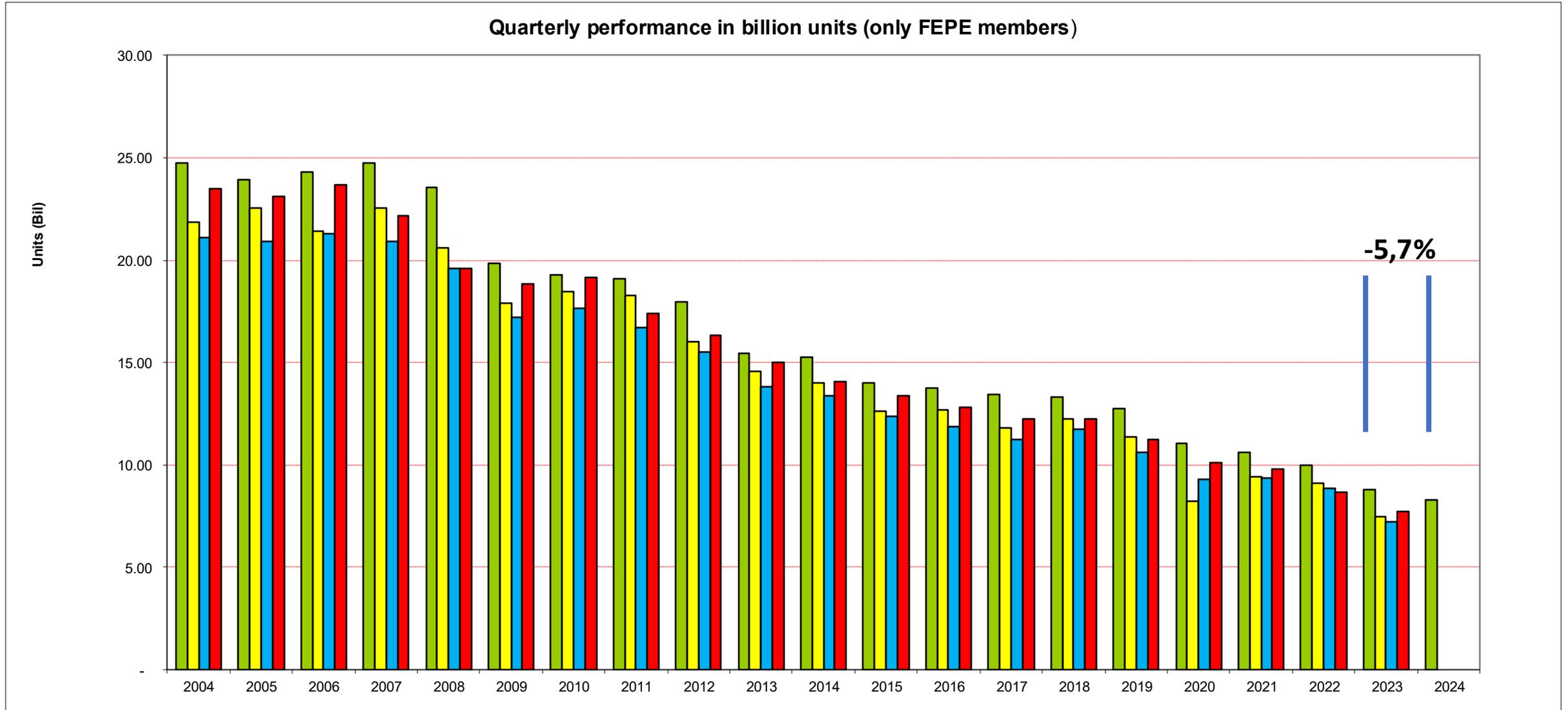


# Envelope market update

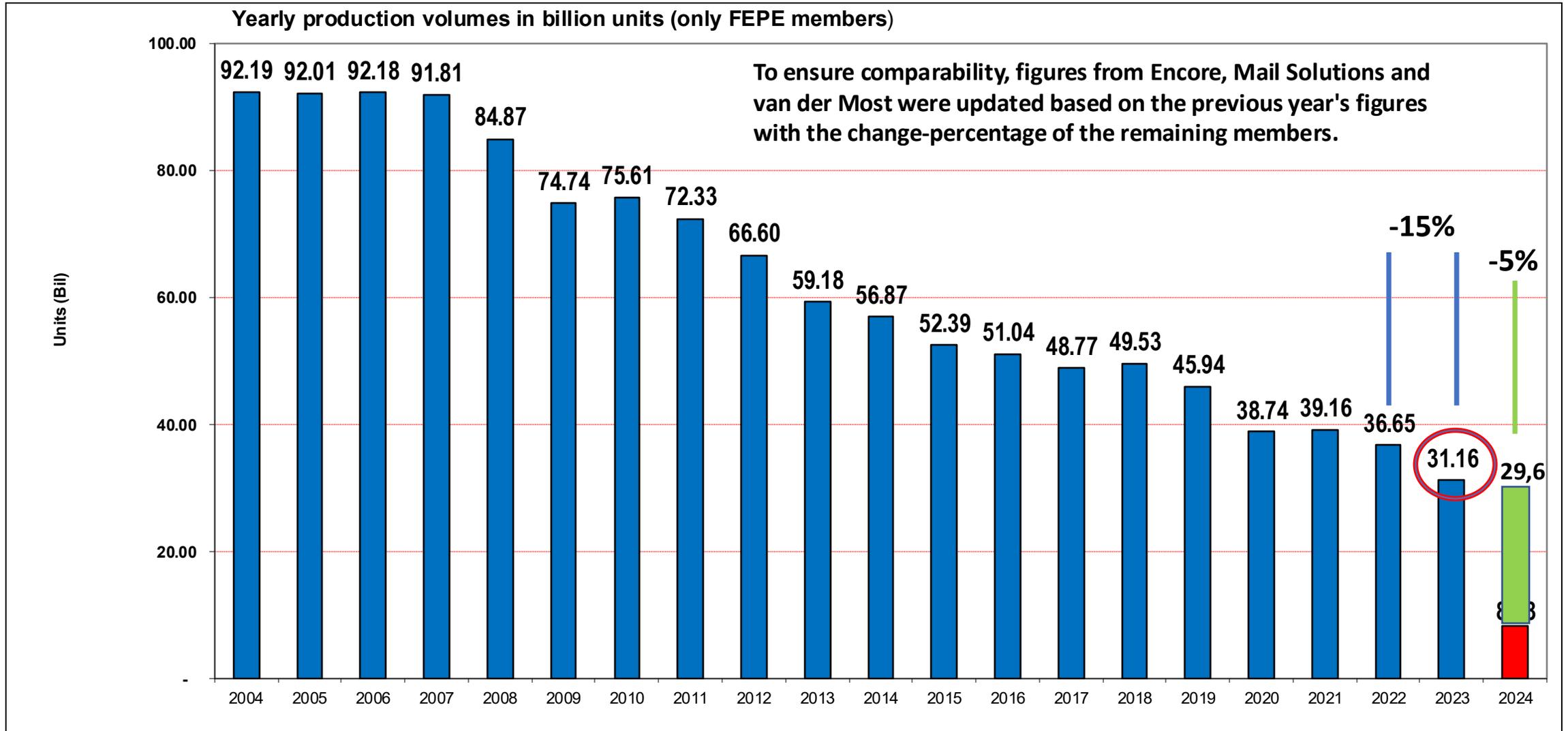
## **Downward trend of the European envelope industry slowed down in Q1.24**

- Q1.24: -5,7% below previous year
- 1-12.23: -15% below previous year
- Q1/24 more or less back on the long-term trend of our industry.
- 2023 was still significantly below the long term trend
- Volume Q1 was 500 million pcs. below the previous year
- Trend European market volume 2024 towards 34 billion

# Envelope market update Q1.24



# Envelope market update 2023/24



# Envelope market update

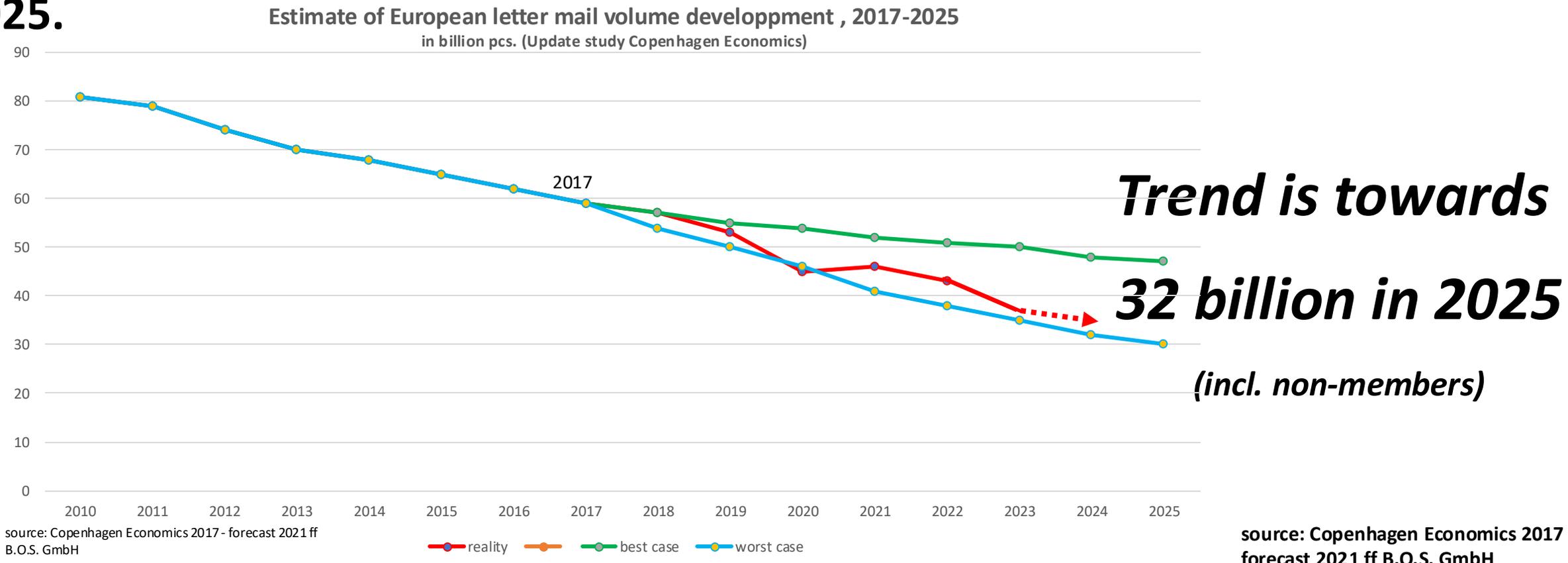
## Some reasons:

- Delayed orderintake in first half of 2023
- DM-Business: unclear economic situation led to reduced advertising budgets. Mailing envelopes saw an extremely low demand until October 23 – recovery in the first quarter of 2024
- Overprint-Business had also been touched from this development
- Inserting envelopes: more or less in line with long term trend
- Online-Business: high expectations have not been fulfilled until now (2023: **-11,8%** - Q1.24: **-2,6%** source bevh)

# Envelope market update



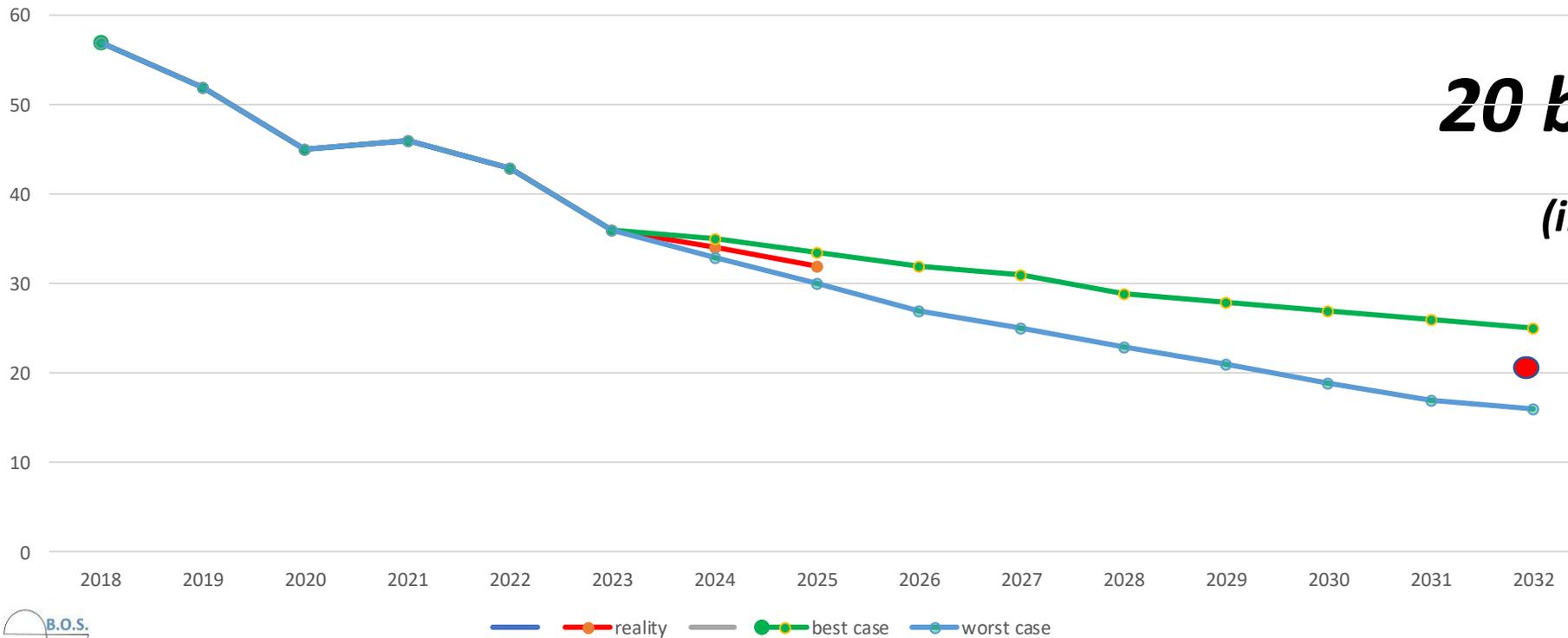
- It is also always interesting to compare the actual figures of our industry with the projection of Copenhagen Economics for the period 2017 up to 2025.



# Envelope market update

- Let us take a look at our industry's figures until 2032 (in the system of the 2017<sup>th</sup> study of Copenhagen Economics). Now for the period 2023 - 2032

Estimate of European letter mail volume developmen, 2023-2032  
in billion pcs.

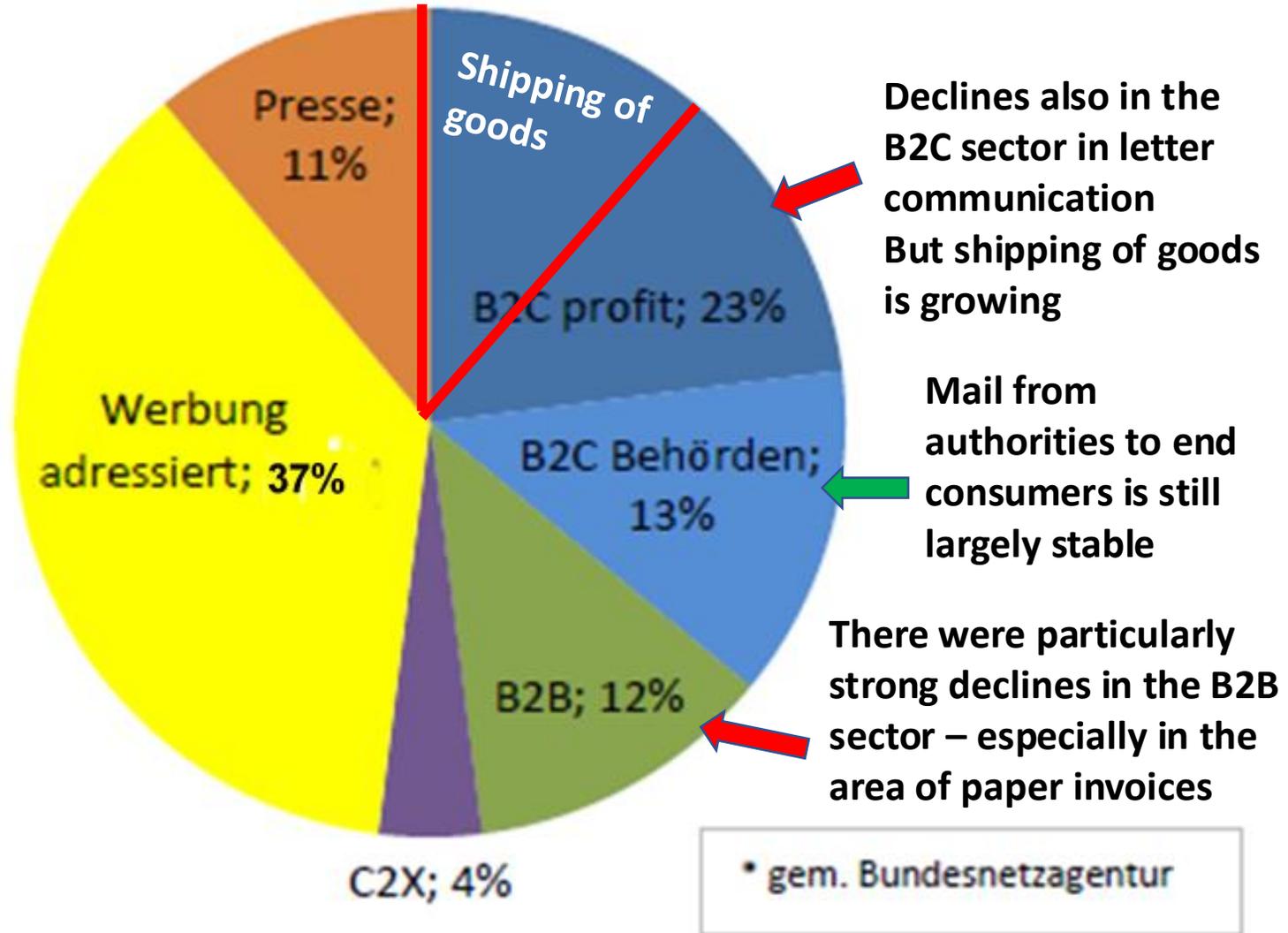


***Trend is towards  
20 billion in 2032***

*(incl. non-members)*

**We will loose  
another 40% of  
our market  
volume in the  
next 10 years**

# Nationale Postsendungen bis 2 KG 2021 ca 12,5 Mrd.



## Market update



- **Paper industry saw improvements in Q1/24**

## Slight improvements in Q1.24

		Euro Graph			versus	FEPE		
		Euro-Graph				FEPE		
<b>2022</b>	1	346.427	-12,6%	58,9		9.970.186	-6,1%	43,3
	2	322.372	-15,4%	54,8		9.134.577	-2,8%	39,7
	3	336.319	-2,3%	57,2		8.882.375	-5,0%	38,6
	4	270.780	-27,4%	46,0		8.665.868	-11,5%	37,7
<b>2023</b>	1	268.904	-22,4%	45,7		8.778.399	-12,0%	38,2
	2	234.829	-27,2%	39,9		7.471.172	-18,2%	32,5
	3	221.452	-34,2%	37,7		7.215.110	-18,8%	31,4
	4	245.578	-9,3%	41,8		7.691.026	-11,2%	33,4
<b>2024</b>	1	294.358	9,5%	50,1		8.279.286	-5,7%	36,0

## Also for graphicpaper a bad year 2023

Euro Graph

versus

FEPE

	Euro-Graph			FEPE		
			2005 =100			2005 =100
<b>2018</b>	<b>1.564.277</b>		<b>66,5</b>	<b>49.527.611</b>		<b>49,4</b>
<b>2019</b>	<b>1.469.578</b>	<b>-6,1%</b>	<b>62,5</b>	<b>46.064.568</b>	<b>-7,0%</b>	<b>46,0</b>
<b>2020</b>	<b>1.291.049</b>	<b>-12,1%</b>	<b>54,9</b>	<b>38.926.749</b>	<b>-15,5%</b>	<b>38,8</b>
<b>2021</b>	<b>1.494.528</b>	<b>15,8%</b>	<b>63,5</b>	<b>39.156.961</b>	<b>0,6%</b>	<b>39,1</b>
<b>2022</b>	<b>1.275.898</b>	<b>-14,6%</b>	<b>54,2</b>	<b>36.653.006</b>	<b>-6,4%</b>	<b>36,6</b>
<b>2023</b>	<b>970.763</b>	<b>-23,9%</b>	<b>41,3</b>	<b>31.155.707</b>	<b>-15,0%</b>	<b>31,1</b>

## Latest Trends at the beginning of the year:

- **Inserting envelopes:** in line with long term trend (-5%/-6%)
- **sheet production:** improvements on low level,
- **overprinting:** improvements on low level,
- **e-commerce:** unchanged below expectations (bev: -2,6% vs. Q1/2023),
- **Order intake:** improvements in Q1, now however quiet again
- **Paper prices:** price increases valid beginning of Q2.24
-

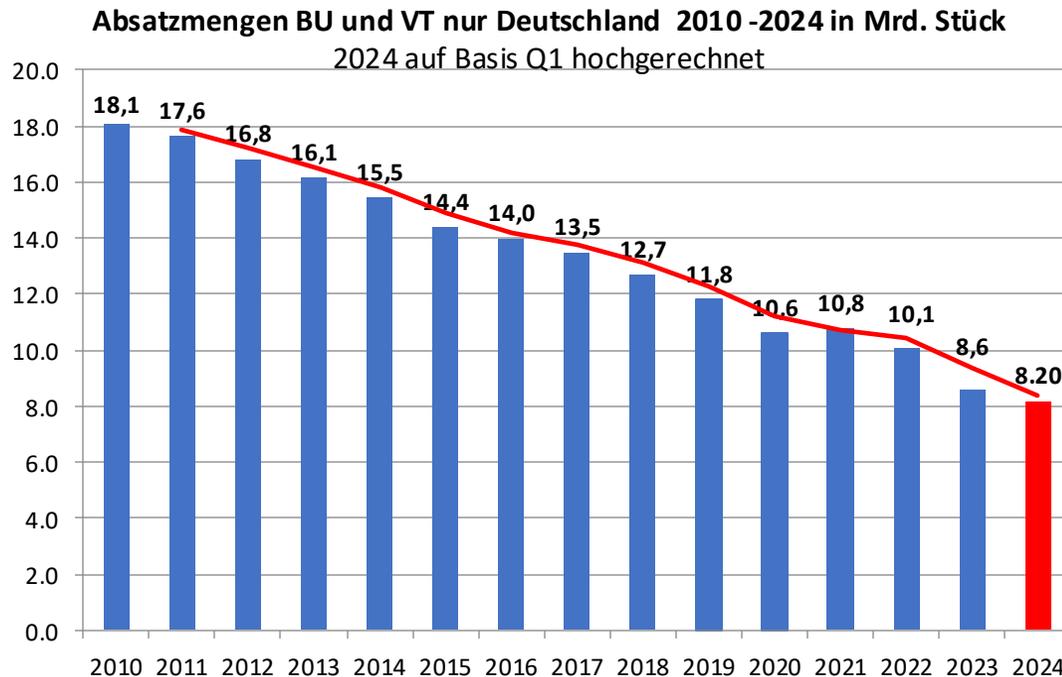
# Manufacturer report: Germany

## Envelope Manufacturers:

No significant changes this year

### Economy:

GDP:	+0.2%
Inflation:	+2,4%
Unemployment rate:	6,0%
Consumer index 2010= 0,00:	- 24 (!)



## Post and Postal Partners



### Deutsche Post with worse service in future

- In the future, letters from Deutsche Post will be allowed to travel significantly longer.
- Accordingly, in the future, 95 percent of standard letters must reach the recipient on the third working day, and 99 percent must be in the mailbox on the fourth working day.

## E-Commerce / E-substitution

### bevh: eCommerce business will remain rather weak also in 2024

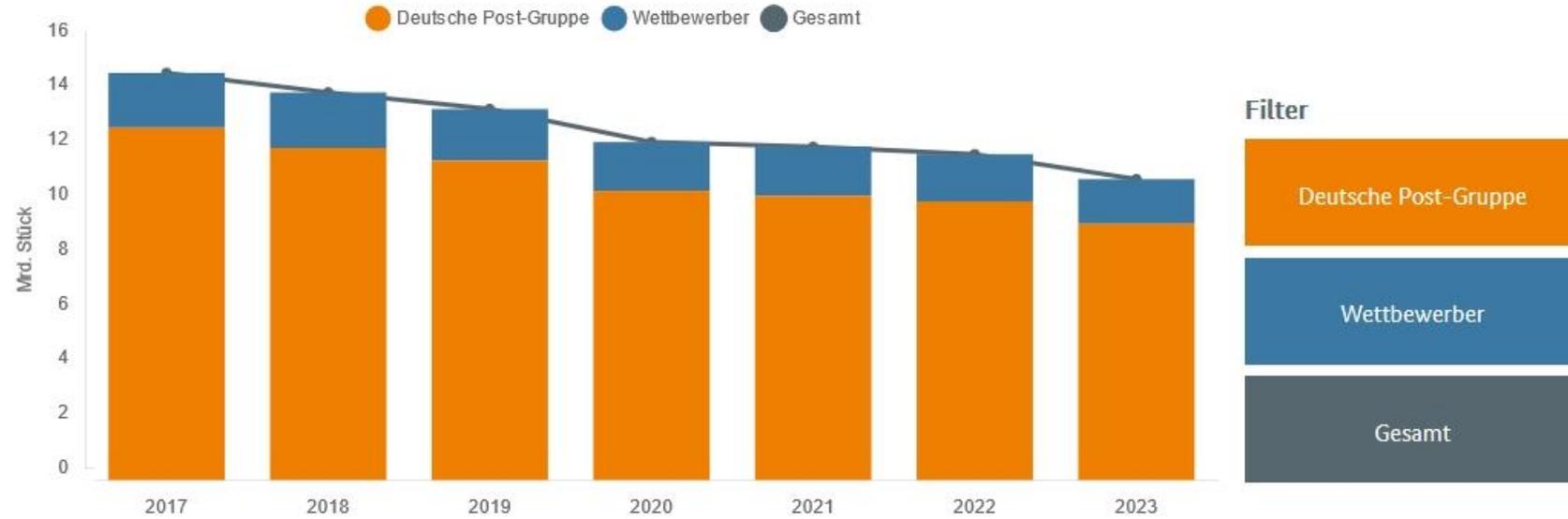
bevh: unfortunately, the negative trend is likely to continue in 2024 and 2025, before we may see a recovery again in 2026." Q1/24 -2,6%

## Miscellaneous

### Dangerous Decision of German Parliament

Electronic invoices will be mandatory in Germany already 1<sup>st</sup> of January 2025 (!)

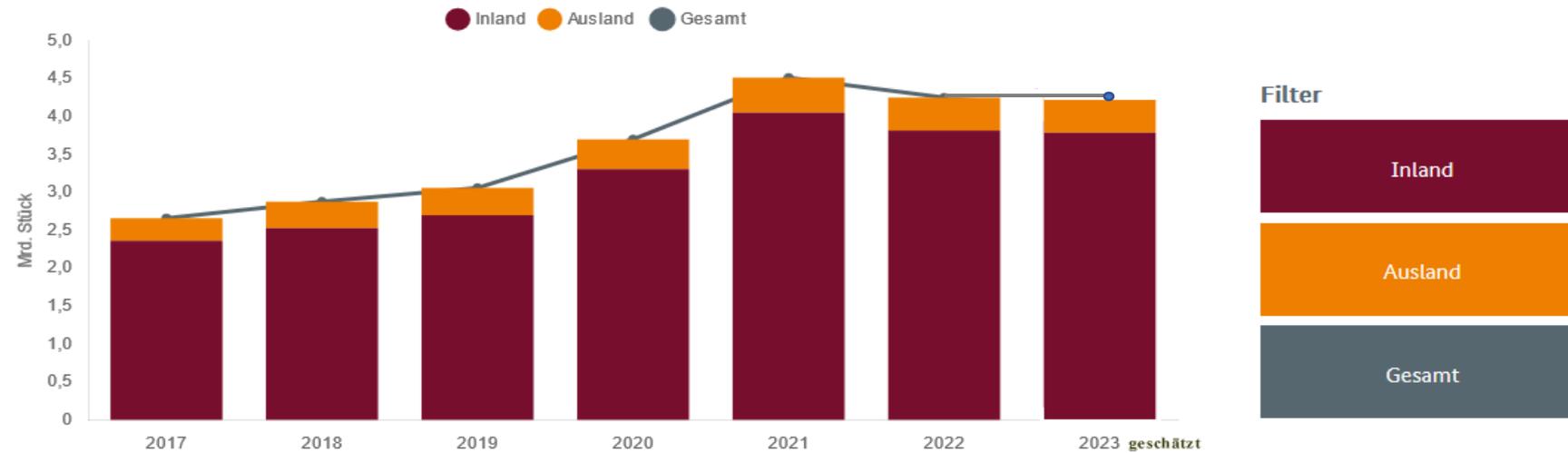
## German post volumes (letters, newspapers and catalogues up to 1000g)



Quelle: Bundesnetzagentur

Letzte Aktualisierung 30.11.2023, 12:07

## Parcels > 1000g



Quelle: Bundesnetzagentur

Letzte Aktualisierung 12.12.2023, 01:27



# Decision of the German Parliament

## Electronic invoices will soon be mandatory in Germany

The air for legacy ERP solutions is becoming thinner - electronic invoice processing is becoming mandatory

Source: Haufe



From January 1, 2025, electronic invoices – also known as e-invoices – will be mandatory for companies in B2B business transactions. Certain formats must be adhered to as a matter of urgency - simply sending a PDF document is not sufficient. **From January 1, 2025, companies must be able to process and securely archive electronic invoices.** There are some transitional regulations until the end of 2026: If the invoice recipient agrees, paper invoices or electronic invoices in other formats (e.g. PDF) can be used until the end of 2026. Companies with an annual turnover of less than 800,000 euros have until the end of 2027 to make the change. From January 1, **2028 at the latest, only electronic invoices may be sent in the B2B sector. Paper invoices and PDFs are then no longer permitted.**

# Envelope market update



# Supplier Product Report: Nordics

## Manufacturers

- Mayer (Lyche/AddBrand) will end overprint operation in Norway 1.7.2024
- No management staff / personnel changes in our industry
- Full availability of materials

## Market

- The merge of Postnord Stralfors (Nordic Post) and Edita (Finnish provider, private company) has been cancelled. Suspect due to antitrust law problems
- Universal postal service ended 1.1.2024 in Denmark. No legal requirement for nationwide postal distribution in DK anymore

## Environmental

- Estimated volume decline -10% in 2024
- Prices for envelopes stable in Nordic markets. Partly due to weak Swedish and Norwegian currencies vs. the €uro.

## Miscellaneous

- Sweden plans to abolish a plastic tax on plastic bags on November 1st, 2024 (under discussion, not yet decided)
- E-commerce market in recession due to purchase power of customers
- 04/2024 CPI inflation SWE 3,9%, NO 3,6%, DK 0,8%, FIN 1,9%

# Manufacturer report: France

## Envelope Manufacturers

- Technic Envelope should imminently be out of insolvency.

## Envelope Market

2024 market trends year to date:

Seems to be back to historical decline - 5 / 7 %

## Post and Postal Partners

- Confirm 2023: -9,2 % decline vs 2022 on letter mail volume
- Letter mail revenue are only 16 % of La Poste turnover

## E-Commerce / E-substitution

## Miscellaneous

# Manufacturer report: Country (UK)

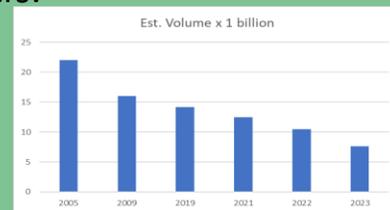
## Envelope Manufacturers

- Main UK suppliers of mail inserting are
- Encore
- Mail Solutions
- Bong,
- Heritage.

UK minimum wage increases have impacted production costs.

## Envelope Market

- A recent media report suggested Royal Mail letter deliveries as low as 7.8 billion, that's 1 billion lower than suggested previously. That is a reduction of 50% in last 10 years.
- Communisis (UK), (suggested volume 800m) have ceased trading. Some assets acquired by Paragon. This volume remains in the market and absorbed into other providers.
- Paper mills continue to increase prices Dec23.



## Post and Postal Partners

- Consumer confidence in physical letter mail is dissolving as Royal Mail announce are considering stopping Saturday deliveries and potentially moving to deliveries 3 days per week.
- Post Office (Horizon) miscarriage of justice scandal impacting consumer confidence.
- Royal Mail fined £5.6m for late deliveries impacting mail users / marketeers decisions to consider letters

## E-Commerce / E-substitution

- Increase in e-substitution growing due to rising costs of physical mail (materials, service and postage costs) questioning viability. Uncertainty fuelling the movement to non-paper mailings
- E-commerce (online retailing) continues to be a core part of postal processing. Royal Mail deliver 1.5 billion packages annually (42% share of 3.6bn up 5%)

## Miscellaneous

- The Envelope Supply Co. (stockist and importer), Sue Hale (MD) announced will close at end of Feb24. This void is likely to be filled by Blake or Envelopes Ltd.
- Employment rate 75.6% / Unemployment c4.0%  
2020 4.7% / 2021 4.83% / 2022 3.57%

# Manufacturer report: Country (UK)

## Environmental

- UK legislation is changing and a government campaign to reduce use of plastics in packaging and packaging waste through cost increases and taxation is forcing manufactures and consumers to chose sustainable paper packaging. For companies importing or manufacturing more than 10 tonnes plastic packaging waste / annum.  
Avg. £200/tn April2022  
Avg. £210/tn April2023  
Avg. £217/tn April2024
- The demand for paper in the packaging market has therefore contributed to increased paper and packaging costs.

## UK Economy

GDP				
2020	2021	2022	2023	2024
-10.4%	8.7%	4.3%	0.4% - 0.6%	0.7%
			(Forecast)	(Forecast)
Minimum Wage / hr				
2020	2021	2022	2023	2024
£8.72	£8.91	£9.50	£10.42	£11.44
Change >	2.1%	6.2%	8.8%	8.9%
National UK Inflation				
2020	2021	2022	2023	2024
0.99%	2.52%	7.92%	11.1%	0.4%
			(Peak)	Jan-24
Unemployment				
2020	2021	2022	2023	2024
4.70%	4.83%	3.57%	4.2%	

# Market report:

*South East: Stanislav Menard*

## Envelope Manufacturers

- Manufacturers no significant changes.
- Follow paper prices, gradual reduction of prices
- Concentration mailinghouses in Spain & Portugal. Some Spanish mailing houses are exploring Portuguese market.
- Facing raw material price increases.
- Niche market: key to survival "Contribution"

## Envelope Market

- Sector strong reduction.
- Reduced activity of the Market due to the elections.
- Pressure from customers to reduce prices even knowing paper prices are going up.
- Continuous digitalisation.
- Reduction of transactional volumen.

## Post and Postal Partners

- No relevant news

## E-Commerce / E-substitution

- E-commerce, returning to the natural levels.
- E-Commerce trend is growing year on year

## Miscellaneous

	<i>Spain</i>	<i>Portugal</i>
• GDP:	2,4 %	1,5 %
• Inflation:	+ 3,3 %	+ 2,5 %
• Unemployment:	12,3 %	6,3%
• Population:	47,8 Mio	10,5 Mio

# Machinery



## Supplier Product Report: *Machinery / W+D*

### Manufacturers

- Strong orders both from Europe and US.
- Orders for Envelope Equipment and Laser Cleaner (PCMC) signed on Drupa
- New product manager for Mailing with Joachim Hüber replacing Ernst August Vormwald (retiring)

### Environmental

- E-Commerce and packaging continue to trend towards plastic-free material - starting in Europe but now globally also
- Monitoring energy input and consumption is becoming more important due to raising energy costs.

### Market

- Trend in USA for ENV Equipment remains positive
- Customer business in Japan and Germany shows favorable upwards trend
- High demand for E-Commerce bag application. Orders from Europe, US and Asia.
- W+D 410KC and W+D 628KC are gaining huge market attraction due to need to ease of use and flexibility

### Miscellaneous

- Drupa ended with positive results - less visitors but the quality of the dialogues were far more on a higher level
- Inhouse Event during Drupa was a complete success. W+D welcomed visitors from all over the world, e.g. USA, Japan etc., and the demonstrated machines gained a huge interested.
- W+D Accelerate service highly appreciated due to the ongoing situation of reduced technical skills

# Paper



## Manufacturers

- Brown kraft : strong restart in demand from all markets since Q2
- Paper prices have increased in Q2 and new increases announced for Q3

## Market

- Demand for reinforced Kraft and release liners for Envelopes has been restarting for 3 months.
- Demand for brown Kraft for Envelopes still regularly decreasing

## Environmental

Gascogne Group Environmental Footprint : final calculation available in Q4 2024

## Miscellaneous

Gascogne Papier's new paper machine : construction work is progressing.



# Supplier Product Report: Paper / UPM

## Manufacturers

- New labour law in force in Finland covering also the area of political strikes
- Board of the Paper Workers' Union has confirmed the negotiated results of the collective labour agreements for the (...) UPM Communication Papers (...) and will enter into force immediately. The agreed wage increases in the collective agreements will take effect from 1 July 2024.
- UPM plans to reduce graphic paper capacity in Germany to align with customer demand and ensure competitiveness
  - If realized, the measures would result in annual reductions of 330,000 tonnes of newsprint paper capacity and 280,000 tonnes of uncoated fine paper capacity

## Market

- Massive increase on input costs putting pressure on margins
  - Drastic increase in pulp costs majorly driven by various issues on supply side
- Overall, graphic paper demand in Europe recovering vs. 2023 but still negative vs. 2022
- After long period of destocking it is difficult to estimate "real" underlying demand
- We see increasing awareness around benefits of paper especially in learning/education
- Downgrading continues in mechanical papers

## Environmental

- UPM joined Forward Faster Initiative to accelerate the progress of UN's Sustainable Development Goals.
- The upcoming EU regulations, such as CSRD, EUDR, Green Claims regulation. We are working with different functions to ensure compliance
- Biodiversity: we are participating the SBTN pilot to set science based targets for biodiversity
- -30% from Scope 3 emissions by 2030 work started and we are developing a roadmap together with our suppliers to achieve the target

## Miscellaneous

- **Communication Papers business area continues to be one of UPM's pillars and therefore strong commitment to graphic papers**
- Driving the value of paper and the sustainability perception of paper together as an industry

# Supplier Product Report: Arctic Paper/Poland

## Manufacturers

- Heavily increasing production costs due rising pulp prices
- After pretty good Q1 order situation, we experienced slow down in order intake in all our mills
- Looking to the near future, the market outlook remains uncertain, and we expect 2024 to be a challenging year. As the economy recovers, the balance between paper and pulp will slowly shift in favour of pulp (Rottneros – part of AP Group).
- With the AP Group's solid finances as a strong foundation, we continue to diversify our business in line with the 4P strategy with new investments in **packaging and power**, while maintaining and strengthening our business position in **paper and pulp**.

## Environmental

Progress in the energy segment continues.

- Continued development of the energy segment with expanding PV projects: At the end of May, a 17 MW expansion of our PV farm in Kostrzyn was commissioned and we expect to receive permission to install an additional 9 MW in 2025. In addition, we are currently evaluating potential solar acquisitions.
- Contract signed regarding energy storage at the Swedish mills: After the period, we signed an agreement to house battery storage systems in our premises in Munkedal and in Grycksbo. This contract is expected to contribute annually to EBITDA in the range of SEK 10-30 million and will also increase our competences with plan to provide system services for the grid in Poland.
- The investment in upgrading and expanding the biofuel boiler in Grycksbo is in progress

## Market

- Slowing down demand for both UWF, CWF and book paper in Q2 2024
- Decreasing margins due to growing costs (pulp)
- Announced closure of PM in Germany of 280k tons UWF capacity (approx. 5% of current UWF capacity)
- Polish market: UWF 2023 – 287th tons – 20% vs 2022 and -27% vs 2021
- CWF 2023 – 130ts tons - 20% vs 2022 and – 36% vs 2021
- Polish market of envelopes 2022–2,5 bil , 2023–2,3 bil , 2024 – est 2,1 bi
- As many as 79 percent of respondents believe that paper correspondence is still necessary

## Miscellaneous Poland

- GDP 1,9 %
- Inflation 2,4%
- Unemployment 5,3%
- Population 38 mil.
- Strong Polish currency 4,30 PLN/Euro

# Window film



# Supplier Product Report: BOPP Window Film/Irplast SpA

June 11th 2024

## Manufacturers

Order entry is stable because of our new projects on special films.

In Q1+Q2-2024 we had regular and continuous production on our extrusion lines even if the Global Business volumes were slightly weaker from our Budget figures due to the effects of continuing geo-political conflicts on our markets in the Middle East and in Eastern Europe.

## Environmental

Our high focus on Sustainable BOPP sources is growing with UCO as Bio-circular solution (used cooking oils) BOPP films.

Film with PCR raw material is still the most requested solution and we managed to book a new batch from our Suppliers for this reason also this market is growing more rapidly than expected.

Even if the main packaging market is linked to FMCG in the food/beverage industries also in other branches there is a starting point where new projects are launched.

## Market

From the envelope market we had some specific inquiries from customers and envelope manufacturer to have a sustainable window film solution that we have available in the ISCC Plus version.

Brand owners are more and more moving to the sustainable world with mono-material film solutions for their change of packaging and Fossil-free films as well.

We are facing a quick change of behaviour and decision from brand owners mainly due to greater awareness of importance to move forward!

## Miscellaneous

Last Year's announced investment in the new Lisim Line is on a Priority level of all developments and commercial activities bringing an increase of attention from our long-standing customers but creating new interesting Business partners as well.

The EU legislation concerning Sustainability is becoming a bit clearer within the Union but it is still not so easy to proceed with this activity.

Irplast is always ready to approach all the topics with the Envelope manufacturer to find a sustainable and carbon-neutral BOPP with our ISCC Plus certified material.

# Supplier Product Report: OPS Window Film June 24

## Manufacturers

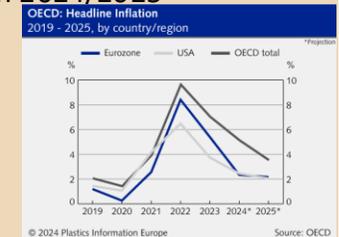
- OPS Market volumes remain stable
- High quality OPS window films still in favour for high quality envelope applications
- High Quality OPS windows mean process efficiencies by all means, resulting in savings at envelope producers

## Environmental

- EU PPWR - see update Marketing Committee Meeting
- OPS Window film is not to be seen as packaging but as part of product, PPWR does not apply here
- Increasing demand for sustainable (biobased, compostable or recyclable) Window films or Window Patching to reduce CO2 footprint further
- Tender from end customers are rating sustainable envelopes higher than ever

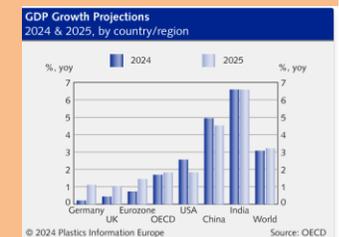
## Market

- In a declining market – OPS volumes stable for high quality env. applications
- Polystyrene market volatile in 2023/2024
- Labour topic ongoing (shift in working style 24/7 – 40 hours as week)
- Inflation across Europe lowering down to approx. 2% in 2024/2025
- EU GDP Growth Projection  
2024: 0,7%  
2025: 1,5%  
after recession in 2023  
Numbers much better than predicted one year ago



## Miscellaneous

- Ukraine/Russia and Middle East impacting economy and geopolitical risks remain elevated
- Climate Discussion / Strikes ongoing
- Economical Outlook: sluggish growth trend with 0,7%



# Adhesives



# Supplier Product Report: Adhesives / Eukalin

## Manufacturers

EUKALIN's range of adhesive products for the envelope market will remain a core activity for the company. New products are under development to provide customer benefits to support their sustainability targets.

## Market

Raw material costs: Important raw materials such as vinyl acetate monomer (VAM) are reported to be tight but availability is good. Demand picked up in core markets vs 2023. Pricing is predicted to be stable throughout 2024.

## Environmental

EUKALIN has developed new adhesive products with novel high bio contents. The product lines are suitable for e-commerce products as well as for bags and pouches. New ECOBond hot melts contain up to 50% bio content and are made for re-closure application. Complementary to these products product line we offer new cold glues with high bio content for side seam (longitudinal seam), improving sustainability balance for e-commerce products.

## Miscellaneous

Nothing to report

# ACTIVITIES



# KEEP ME POSTED INITIATIVE PRESENTATION



# KEEP ME POSTED EU

## Why Choice Matters



Why Choice Matters



**Birgitta Kastell**  
Aged 76  
Kiruna, Sweden



Why Choice Matters



The Keep me Posted EU campaign successfully focused on **defending the rights of European citizens to choose how they receive information.**

# Is Keep Me Posted still relevant

## EUROPE

Population:  
**448 Million**



We are going through “digital transformation” but not all citizens have basic digital skills. All citizens must be given the fundamental right have access to both digital and physical communication, and freedom to choose.

Group	Estimated #	Organisation
Disability (umbrella)	27% of the EU population over the age of 16 had some form of disability.  According to Eurostat estimates, that equals to 101 million people or one in four people adults in the EU. (2022)	<a href="#">European council</a>
Older People	95 Million (21%) is 65+ (2023)	Age Platform Europe
Carers	12 Million official + 88 unofficial	Eurocarers
Poverty	95,3 Million (21,6%) is at risk of poverty or social exclusion (2022)	<a href="#">Eurostat</a>
Lack digital skills	55,56% have basic digital skills or above (2021)	<a href="#">Eurostat</a>
Living in rural areas	25,2% of the EU population lives in rural areas (2021)	<a href="#">Eurostat</a>

## *Why choice matters*

It matters because without it, people **are marginalised and isolated from society.**

Thus, **Keep Me Posted** phase two, tells the story of these people, highlighting why their ability to choose is so important.



THE NEW TAGLINE

**Why choice matters**



Why Choice Matters

**Next >**

Let's make KMPEU more relevant  
and relatable – **a new strategy**

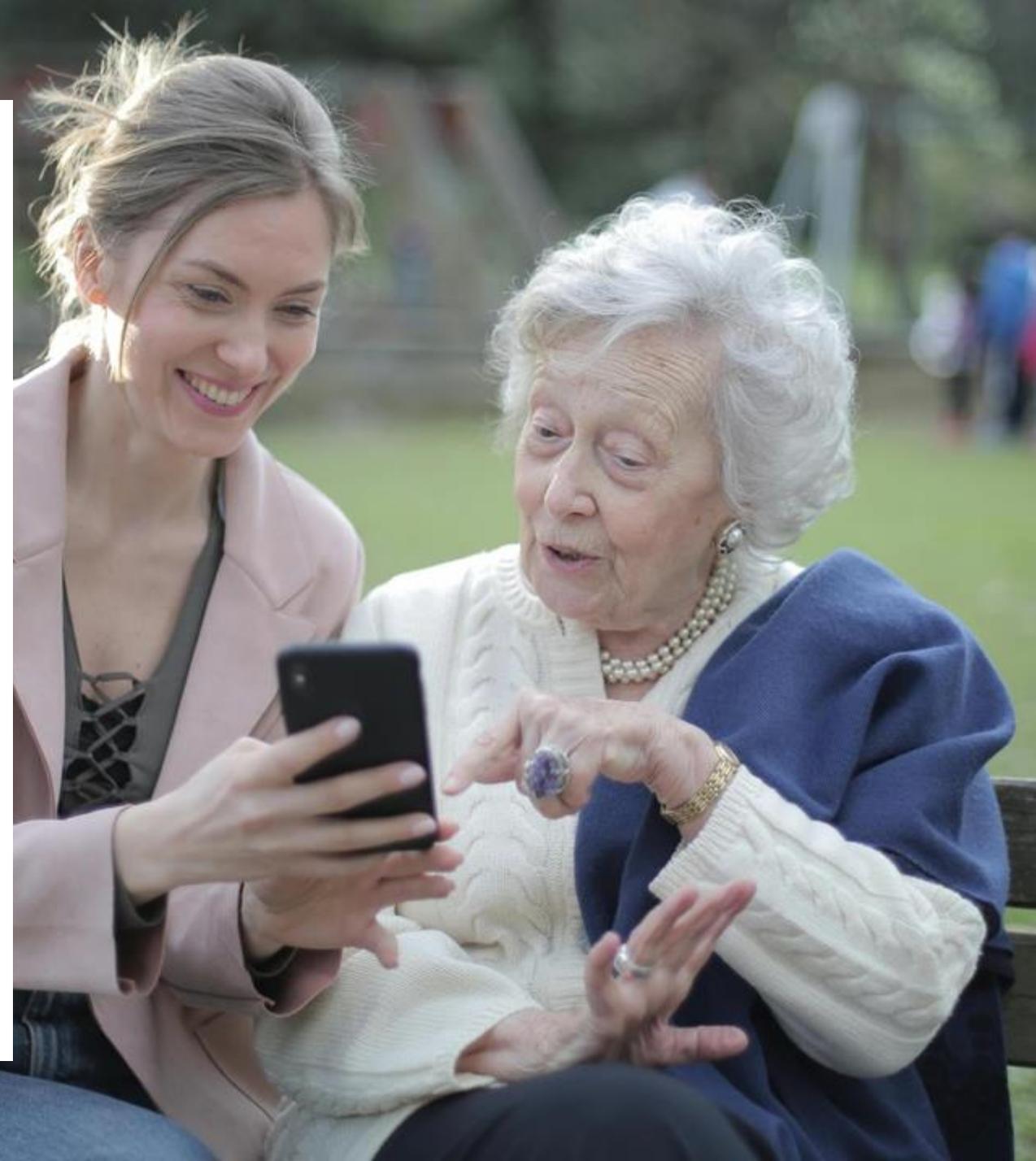


## A (new) set of agreed **goals**

- ✓ To promote every **citizen's right to choose** how they want to send/receive any information
- ✓ Citizens (should) have the fundamental right to choose how it is sent/delivered to them **without any disadvantage.**

## A (new) set of agreed **goals**

- ✓ Promotes **social inclusion** of **vulnerable consumers**
- ✓ To ensure that the EU regulators recognise **the need for consumer choice** and **include it in discussions, dialogues** leading up to any legislation.



# Engagement Strategy

- Bring the campaign to life with stories of people who are marginalised by a lack of choice
- Align with the values of many politicians who are concerned with this type of marginalisation
- Leverage social media to build public support, and fostering partnerships that amplify our message.
- Get everyone involved to spread the word and engage with their communities.





# The Why choice matters report

- Highlight the key facts on marginalised groups in Europe.
- Create it in collaboration with NGOs that represent marginalised groups.
- Launch it at European Parliament event in late 2024.
- Give a platform to marginalised groups, and highlight the connection between their issues and the keep me posted campaign.

# Deliverables

- ✓ Establish partnerships with 20 NGOs
- ✓ Sign up 30 MEPs and politicians as supporters of the campaign
- ✓ Organise one EU parliament event hosting 60 people
- ✓ Create campaign messaging guide
- ✓ Create communications tool kit, to assist people who wish to support the campaign
- ✓ Create 36 page *Why Choice matters* report



**Everyone deserves to  
choose between  
paper and digital**

A report into the marginalisation of different groups in Europe, highlighting why their right to choose how they receive their information is so important.

**Why choice matters**



# Deliverables

- ✓ Create *Why choice matters* video series: Eight **videos** telling stories of marginalised people
- ✓ Create: *Why choice matters* **blog post** series: Eight blog posts telling stories marginalised people
- ✓ Redesign Keep me Post **website** with new theme and branding
- ✓ Create or revive Keep me posted **social media** feeds on LinkedIn, Youtube, Facebook on Twitter. Create weekly posts on each platform.
- ✓ **Press release** launched to coincide with parliament event
- ✓ Secure **campaign coverage** in national, international and Brussels Bubble outlets



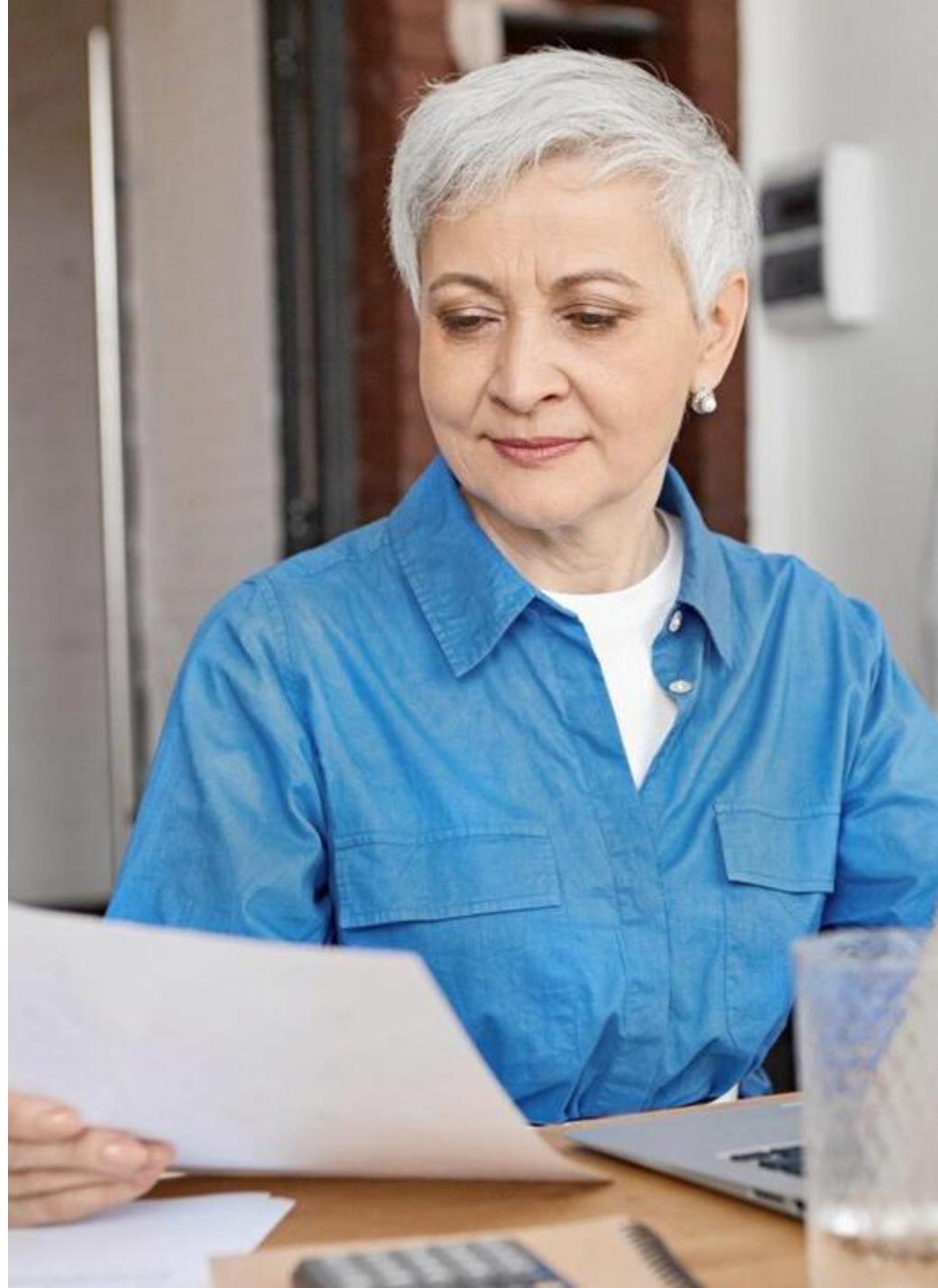
# Timeline (June to December)

## June - October

- Further desk research, more partners, redesign concept, follow EC priorities, elections (impact on future campaign).
- Present new concept – agreement.
- Group or Individual Meeting with NGOs – solicit feedback, new research, opportunities, testimonials, etc.
- Preparation of Why Choice Matters report.
- Individual Meetings with Targeted MEPs.

## November

- New website, materials published, social media campaign begins with new timetable, Launch of Why Choice Matters at EP event.



**Thank you**



Why Choice Matters

# CITPA



## Common activities:

- Following EU legislation that will have an impact on FEPE business
- Packaging & Packaging Waste Regulation (PPWR)
  - Working group on PPWR
  - Q&A list (FEPE members are invited to send questions)
  - Webinar on PPWR (first week of July)

# TWO SIDES



## Common activities:

REMINDER! Two Sides material, which has been updated with fresh facts and figures, is featuring the FEPE logo for your promotional needs. These material encompass:

- Myths & Facts Booklet
- Packaging Facts Booklet
- Fact Sheets
- Factographics
- Mini videos

All these updated materials accessible via Tresorit (FEPE encrypted cloud storage):

[https://web.tresorit.com/l/w0GAm#8\\_NVTYo8foYT6iZLYxSX8g](https://web.tresorit.com/l/w0GAm#8_NVTYo8foYT6iZLYxSX8g)

We can **print and deliver** the Myths & Facts Booklet and Packaging Facts Booklet directly to you.

Price:

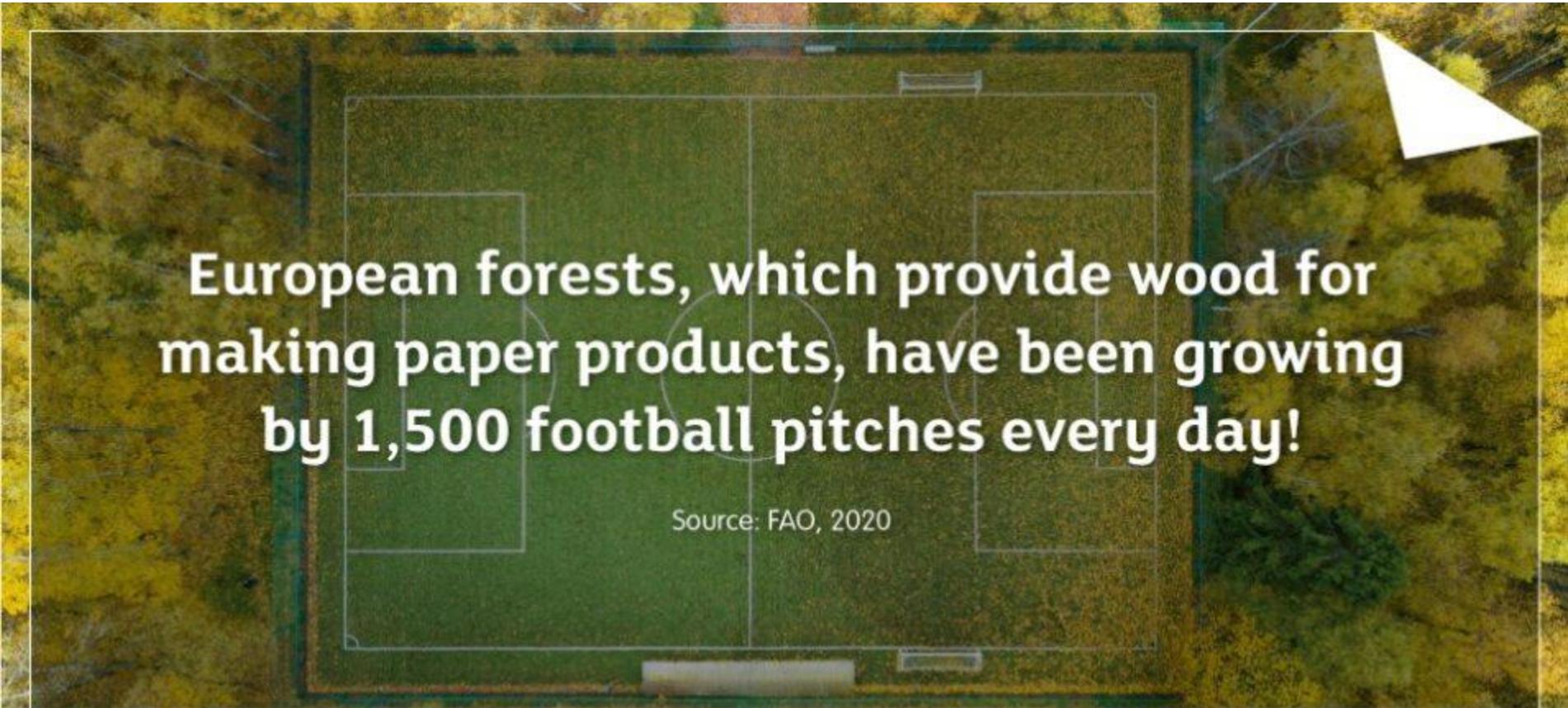
- Myths & Facts Booklet: 0.77 EUR per piece
- Packaging Facts Booklet: 1.22 EUR per piece

## Common activities:

Other language versions with the FEPE logo now available as well:

- German (Factographics, Myths and Facts Booklet, Packaging Booklet)
- Swedish (Factographics, Myths and Facts Booklet, Packaging Booklet)
- Norwegian (Factographics, Myths and Facts Booklet)
- French (Myths and Facts Booklet)
- Italian (Factographicsonly)

## Common activities:

An aerial photograph of a dense forest with a white outline of a football pitch overlaid on it. The pitch is centered in the image, and the surrounding forest is a mix of green and yellowish-green, suggesting autumn. The text is overlaid on the pitch area.

**European forests, which provide wood for making paper products, have been growing by 1,500 football pitches every day!**

Source: FAO, 2020

To find out more interesting facts,  
visit [www.twosides.info](http://www.twosides.info)

## Common activities:

A photograph of a stack of cut logs in a forest. The logs are stacked in the foreground, and the background shows a dense forest of trees with green foliage. The text is overlaid on the image.

**Il 90% del legno utilizzato dall'industria europea della pasta e della carta proviene dall'Unione Europea.**

Cepi, Forests Resources, 2023

Per scoprire fatti più interessanti visita  
[it.twosides.info](https://it.twosides.info)

## Common activities:

A photograph of a recycling bin filled with cardboard boxes and paper. The bin is blue and sits on a wooden floor. In the background, there are other recycling bins containing food waste and plastic. The text is overlaid on the image.

**Die europäische Recyclingquote für Papier liegt bei 71 %. Damit ist es eines der am häufigsten recycelten Materialien der Welt!**

Quelle: European Paper Recycling Council, Monitoring Report, 2022

Für weitere Fakten besuchen Sie bitte  
[de.twosides.info](https://de.twosides.info)

## Common activities:

A low-angle photograph looking up at a dense forest canopy with sunlight filtering through the green leaves. The image is framed with a white border that has a folded corner effect in the top right.

**Europeiske skoger absorberer  
tilsvarende nesten 10 % av EUs  
totale klimagassutslipp hvert år.**

Kilde: Forest Europe, State of Europe's Forest, 2020

For mer fakta, besøk  
[nordics.twosides.info](http://nordics.twosides.info)

## Common activities:

An infographic featuring five glowing light bulbs arranged in a row on a bed of moss and fallen leaves. The background is a soft, out-of-focus green. A white paper corner graphic is in the top right. The main text is centered over the bulbs.

**61 % av den energi som används för att producera papper och pappersförpackningar i Europa kommer från förnybara källor.**

Källa: Cefi Key Statistics, 2022

För mer fakta, besök  
[nordics.twosides.info](https://nordics.twosides.info)

## Common activities:

### Love Paper Week (or day) initiative:

- A global initiative for the industry to collectively champion paper, sustainability and attractiveness, to consumers and business through social media and other individual company communications.
- The briefing stage but current thoughts are towards **3-7 February 2025**.
- Managed by Two Sides, this would include simple assets and resources, communicated widely, for the industry to use.
- Love Paper is an existing non-commercial website and initiative on the sustainability of paper.

Common activities:



## Common activities:

### Love Paper Video

#### Objective

- Create a video that explains how paper and paper packaging is produced from forest to printed item to recycling
- Focus on sustainability messages but, with wider messages on value to economy “green jobs”, and the effectiveness print can deliver
- Target Audience
  - Brands/marketing people - Two Sides website and comms
  - Consumers, education - Love Paper website and comms
- 1 headline video – Longer version 3-4 minutes
- Also available as **chapters** of the individual parts – 1-2 minutes each
- Hosted by Two Sides, but made available to:
  - Two Sides members
  - Industry associations
  - By request and as agreed by Two Sides

## Common activities:

- European focus, no spoken words, with overlay text messages in multiple languages including English, German, Italian, French, German, and Spanish
- This should be **supplier-agnostic**. This is not the opportunity for the industry stakeholders to promote themselves, has more credibility that this is not commercial and for the industry.

## Creation

- There will be significant industry content, and video footage, in the industry. Both from commercial companies, but also associations (Fefco, Pro Carton, Cepi etc.)
- Two Sides announces project and request stakeholder support and agreement to provide footage without expectations of mention or promotion
- Full storyboard to be developed by Two Sides

## Common activities:

### **Two Sides Webinar - The Evolution to Paper Packaging - 18th of July 2024**

9.25am - 11:30am GMT London (10:25 - 12:30 CET)

With 5 expert leaders, this webinar is focused on the sustainability of paper-packaging. Speakers will include;

- Natural Barrier Paper & Board Coatings Made From Seaweed - Hugo Adams, Kelpi
- The Cutting-Edge of Dry Molded Fiber - Sanna Fager, Pulpac
- Plastic to Paper Packaging Migration - Mark Varney, Transcend Packaging
- The Future of Flexible Paper Packaging - Herwig Kirchberger, DelSCI
- Telling the Sustainable story of Paper Products – Ian Bates, Two Sides

Register for the webinar here:

[https://us06web.zoom.us/webinar/register/WN\\_NeQBdu16TX-GHUY\\_eJ0\\_bw](https://us06web.zoom.us/webinar/register/WN_NeQBdu16TX-GHUY_eJ0_bw)

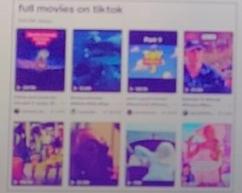
# OMR HAMBURG



The OMR logo is displayed in large, black, stylized letters. Below it is a cartoon illustration of a yellow cat wearing a white shirt and a blue tie, sitting on a yellow platform. To the left of the cat is a red circular logo with a white 'V' inside, representing Vodafone.

Coming for Traditional Entertainment

Full movies on TikTok

A grid of six small movie thumbnails from TikTok, showing various scenes and characters.

"You're pretty much just told what to watch."  
—11-year-old TikTok user

A red circular logo with a white 'V' inside, representing Vodafone.A man with glasses and a blue shirt is standing on a stage, facing right. He appears to be speaking or presenting.A stylized graphic of a microphone with a blue and yellow color scheme, surrounded by other abstract shapes like a star and a circle.

Coming for Traditional Entertainment

Full movies on TikTok

A grid of six small movie thumbnails from TikTok, showing various scenes and characters.

"You're pretty much just told what to watch."  
—11-year-old TikTok user

A red circular logo with a white 'V' inside, representing Vodafone.

Green Marketing vs. Greenwashing: Was genau darf man überhaupt noch sagen?  
FELIX ROHRBECK (FLIP), KERSTIN ERBE (DM), HARALD WILLENBROCK (SUSTAINABLE BRAND STORIES)



brand eins X STRICHPUNKT

# GREEN MARKETING VS. GREENWASHING

SUSTAINABLE BRAND STORIES

Was darf man eigentlich noch sagen, und wenn ja, wie vieles?

**KERSTIN ERBE**  
Geschäftsführerin im Drogeriemarkt

**HARALD WILLENBROCK**  
Sustainable Brand Stories  
X Strichpunkt Design

**FELIX ROHRBECK**  
Investigativjournalist flip

QR code: [www.brand-eins.com](#)



- OMR Festival 2024 - The Festival for the Digital Universe
- A two-day marketing event held in Hamburg, Germany, featuring Masterclasses, Guided Tours, Side Events and Exhibitors from around the digital economy.
- One of Europe's largest marketing events, drawing thousands of visitors each year since its establishment in 2011. In 2023, over 70,000 people attended.
- **One area at the festival dedicated to NGO's – IMPACT AREA**
  - FEPE and partner associations could present KPM initiative
  - Free of charge
  - Open competition – notified in February

# IMPACT AREA

Jetzt ist jeder mit dem...  
Jetzt ist jeder mit dem...

salesforce SUPPORT COUNTER

IMPACT AREA

PRESENTED BY LEMONAID Charitea

OMX MASTERCLASSES

MI

B6 C5.05



# DRUPA



# FACHPACK



# Fachpack 2024

- FACHPACK 2024 " at Messe Nuremberg, Germany
- From 24 Sep 2024 until 26 Sep 2024
- FEPE will share its stand with W+D
- Please fill out the questioner on FEPE brochure
- The date and address to send the specimens/products in advance to be displayed at the fair will be communicated on time

# AMBIENTE/PAPERWORLD



# UPU





  
**FEPE**





# UPU CC GA meeting in Bern 30 April and 1 May

- Breakfast Meeting along with the UPU DDG, Regional Coordinators, and Restricted Union Heads
  - Discussion on future collaboration between Restricted Union Heads and the Consultative Committee
- Meetings with directors
  - Discussion on promoting mail and to increase volumes and KMP initiative
- Meeting with DG Mr Metoki and DDG Mr Osvald

No.	Day 1 (30 April)	Location	Time
1.	Arrival at the IB	Reception	12:30pm
2.	Meeting with CC Secretariat	Espace Philatelique	13:00pm
3.	Meeting with DOP Director	Espace Philatelique	13:30pm
3.	Meeting with DCDEV Director	DCDEV Office No. 505	14:30pm
4.	Coffee with CC Secretariat	Cafeteria	15:00pm
5.	Attend CA Committee 2 – Postal Policy and Regulation (CA C 2)	Henrich Von Stephan	16:00pm
6.	Departure	Reception	17:30pm

No.	Day 2 (1 May)	Location	Time
1.	Arrival at the IB	Reception	10:00am
2.	Meeting with CC Secretariat	Espace Philatelique	10:15am
3.	Meeting with DG and DDG	Rowland Hall	10:30am
4.	Lunch with the CC Chair and Secretariat	Cafeteria	12:00pm
5.	Meeting with PTC Director	Espace Philatelique	13:30pm
6.	Attend the CC General Assembly	Henrich Von Stephan	14:00pm
7.	Coffee and Departure	CC Secretariat	17:30pm

# E-Commerce Thematic Chapter

- E-Commerce Thematic Chapter rapporteur position is currently vacant.
- CC members were asked to nominate candidates to serve as rapporteur for the this chapter. The elections should be held before 17 June 2023
- FEPE applied and was (unofficially) selected to co-chair the chapter with two other associations (as triumvirate):
  - GS1 is a not-for-profit, international organization developing and maintaining its own standards for barcodes and the corresponding issue company prefixes.
  - Network of solutions providers

# E-Commerce Thematic Chapter

The new chapter rapporteur will:

- Represent the thematic chapter;
- Present any opinions developed by the CC and provide input to the relevant CA and POC committees and standing groups;
- Report back to the CC and its members;
- Propose appropriate responses to, and positions on, work proposals and working drafts.

➤ **FEPE E-Commerce Working Group should be established!**

# FEPE AMBASSADOR



# FEPE Ambassador Programme

association  
ambassador 

  
F E P E



The FEPE Ambassador Programme is designed to empower professionals within the envelope and light e-commerce packaging industry to become advocates for the sector. Through this programme, ambassadors will gain skills, enhance their expertise, and engage with key stakeholders to support the industry's growth and sustainability.



## **Ambassadors will:**

**Engage with Policymakers:** Participate in meetings and events with EU policymakers to represent the envelope and packaging sectors.

**Public Speaking:** Speak at industry conferences, seminars, and public forums to promote the industry's achievements and goals.

**Networking:** Build connections with industry leaders, stakeholders, and other ambassadors to share knowledge and drive collective progress.



## **Benefits for Ambassadors**

- Professional Development: Gain advanced skills in communication, digital presence, and advocacy.
- Networking Opportunities: Connect with industry leaders, policymakers, and fellow ambassadors.
- Recognition: Be recognized as a leading voice within the industry, enhancing professional credibility and visibility.
- Contribution to Industry Growth: Play a role in shaping the future of the envelope and packaging sectors.

## **Next steps**

1. Call out to FEPE members seeking 5-10 ambassadors
2. Online Workshop: Introduction to Messaging and Storytelling
3. Stakeholder Mapping
4. First Draft Messaging Guide
5. Feedback Workshop
6. Second Draft Messaging Guide
7. Storytelling Workshop
8. Social Media Activation

# FEPE CONGRESS: HAMBURG 2024



# Hamburg 2024

- Venue: Renaissance Hamburg Hotel
- Start Date: Thursday, October 3, 2024
- End Date: Saturday, October 5, 2024
- Special group rate -  
room 240 EUR per night







Ehemaliges Hauptzollamt / Gala dinner









Wintergarten



Wintergarten



Wintergarten



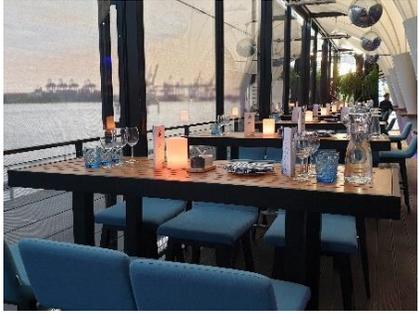
Büffet



Wintergarten



Laserprojektion Dockland



Wintergarten



Büffet



Terrasse



Tanzfläche



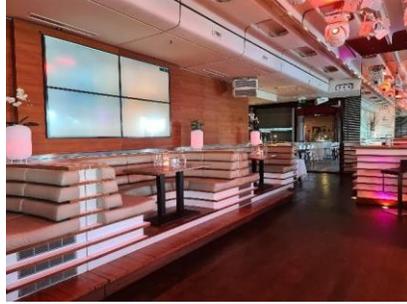
Bar



Lounges



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Innenbereich



DJ Pult



Passage



Aperitif



Passage

A.O.B.



THANK YOU FOR YOUR ATTENTION!

