

# FEPE Marketing Committee

Minutes 03.06.2025

## ■ Welcome / Apologies

- Andrzej Kuczborski, ARCTIC
- John Zoellin, Elco
- Yves Peiffer, ELEP
- Jean-Noël, Hoareau, Gascogne
- Daniela Steri, Irplast
- Jean de Couëspel, MAYER (GPV)
- Maja Cedilnik, NOVA KUVERTA
- Matija Cedilnik, NOVA KUVERTA
- Stanislav Menard, NOVA KUVERTA
- Steve Patchett, MULTIPLASTICS
- Nicolas Baudart, PRINTEOS (La Couronne)
- Gualtiero Giacomuzzi, SACI
- Felix Cordier, Schönfelder
- Bastian Steinmetz, Steinmetz
- Andre Wienstroer, Tompla
- Marcus Kuhr, UPM
- Viktor Kovacic, FEPE

*Online:*

- Udo Karpowitz, FEPE
- Lorena Aluas, LMA communication/FEPE

## ■ Welcome

- Welcome by Viktor Kovačič and the board members.

## ■ Minutes from the meeting on 13 February 2025

- The minutes were approved.

## ■ EUDR update

- Takes effect December 30, 2025, for all companies (no SME exception for paper products).
- Requires due diligence system to verify wood sources are legal and not from deforested/degraded areas.
- Companies must submit due diligence statements to EU information system.
- The regulation also applies to imports from non-EU countries like the UK and Switzerland. Companies importing from these origins will need to conduct the full due diligence process, as their suppliers will not be covered by the EU system.
- Downstream operators have simplified obligations but still responsible for compliance:
  - They must obtain the reference and verification numbers from their suppliers' due diligence statements and include those in their own statement.
  - They do not have to conduct the full due diligence process themselves, but must verify their suppliers have done so.
  - Small and medium enterprises have further simplified obligations, only needing to retain their suppliers' numbers.
  - Companies should also periodically review their suppliers' due diligence systems for adequacy.
- 100% recycled content exempt, but must use special customs code when importing/exporting.

#### ■ EU–US trade tariffs update

- US imposed 10% universal tariff (for *pulp (and recovered paper), paper & board and almost all converted paper & board products exports*), threatening to increase to 20-50% by July 9<sup>th</sup>.
- EU preparing retaliatory tariffs on US products, including paper grades.
- Concerns about trade diversion flooding EU market if US closes doors to other countries.
- Negotiations ongoing but uncertain outcome; EU seeking long-term comprehensive agreement.
- Industry monitoring trade flows to detect and respond to market disruptions.

#### ■ Green claims directive update

- Aims to regulate environmental marketing claims and labels.
- Would require third-party verification for most claims before use.
- Discussing a simplified procedure for basic claims (e.g. recycled content).
- Exemptions for some existing eco-labels and claims covered by other regulations.
- Implementation timeline uncertain, likely 2028-2029 at earliest.
- Industry is concerned about administrative burden and consumer confusion.

#### ■ New member: Cartiere Saci

- Cartiere Saci, a paper mill located in Verona, Italy that produces 100% recycled paper for various uses like shopping bags, envelopes, and gift wrap. The company was established in 1959 and has expanded over the years, now operating three machines and producing around 140,000 tons of recycled paper per year. They are investing in a new machine, to be installed by the end of 2025 which will improve their paper gloss and surface quality.

#### ■ Statistics and Market Reports

##### Industry performance

##### **ENVELOPE MARKET**

Sales volumes in the European envelope industry deteriorate again:

- 1-12.24: -3,1% below previous year.
- Q4.24: -5,0% below previous year.
- Q1.25: -7,1% below previous year.
- Moderate decline of 2024 was however above the long-term trend of our industry.
- Volume Q1.25 was 586 million pcs. below the previous year.
- European market volume 2024 incl. non members was in-between 35 and 36 billion pcs.

##### Key reasons for market dynamics in the envelope market

- DM-Business: According to Nilsen, more or less only digital channels benefited from the recovery in 2024.
- Our direct mail business (incl. overprinting) is still far below pre-Corona levels.
- Inserting envelopes: more or less in line with long term trend.
- Online-Business saw a weak period in-between 2022-2024.
- But inflation-adjusted growth is expected for 2025 (up to 10%).

#### ■ E-commerce is getting more and more important in Europe and globally

- In Germany, the volume of envelopes fell to 8.2 billion pcs. in 2024.
- In the same period, the volume of shipped parcels rose to 4.5 billion!!

## Germany report

### ENVELOPE MANUFACTURERS

- HH Druck (sub. Of Theobald) has been sold to S. Hartwig.

### ECONOMY

- GDP 25: 0.0 % .
- Inflation 25:+2,1 % as of April 2025
- Unemployment rate 12.24: 6,1 % .
- GFK Consumer index 2010= 0: -20,6 (!) as of May 2025.

### POST AND POSTAL PARTNERS

Deutsche Post with worse service in the future:

- Letters from Deutsche Post are allowed to travel significantly longer.
- No more mail deliveries on Mondays.
- Since 1<sup>st</sup> of January 2025, increase of the standard postage from 0,85 € to 0,95 €.

### E-COMMERCE / E-SUBSTITUTION

Bevh expects a slow recovery in 2025:

- The negative trend of 2023 has been stopped in 2024, however, with a growth of 1,1% (not inflation adjusted) eCommerce business remained rather weak.
- Q1.25 saw now a growth of 3,1% (not inflation adjusted)

### MISCELLANEOUS

- For big companies Electronic invoices are mandatory in Germany already since 1<sup>st</sup> of January 2025.
- Small companies have to follow until end of 2027!

## Nordics report

### ENVELOPE MANUFACTURERS

- Mayer (Lyche/AddBrand) ended overprint operation in Norway 1.7.2024.
- Addbrand acquired ICE Kuvert in Denmark 1.8.2024.
- No personnel changes.
- Full availability of materials.

### ENVELOPE MARKET

- Estimated volume decline -10% in 2025.

### POST AND POSTAL PARTNERS

- Edita got acquired by Capman and acting management as of 11/2024.
- Universal postal service ended 1.1.2024 in Denmark.
- PostNord has decided to stop delivering letter mail in Denmark after 2025.

### E-COMMERCE / E-SUBSTITUTION

- Sweden abolished a tax (0,25 €/bag) on plastic bags on November 1st, 2024.
- E-commerce market in recession due to purchase power of customers.

### MISCELLANEOUS

2023 inflation:

- Sweden +4,4%
- Norway – 4,8%
- Denmark – 2,58%
- Finland – 3,6

## France report

### ENVELOPE MANUFACTURERS

- Nothing significant in H1 2025, after a lot to report at the beginning of 2025.

### ENVELOPE MARKET

#### ARCEP report :

- 2019 : 8.962 - 6,9 % vs n-1:
- 2020 : 7.225 -19,4 %
- 2021 : 7.177 - 0,7 %
- 2022 : 6.915 -3,7 %
- 2023 : 6.049 - 12,5 % balanced by stamp price increase from 01.2024.

### MARKET

- **2024:** La Poste report letter mail volume decline of – 8,2 % vs 2023.
  - o Volume 5.616 B pieces vs 6.116 B pieces in 2023.
- **2025:** Q1 acceptable for remaining manufacturers thanks to Technic Env.
  - o Very weak market since beginning of Q2.
  - o Forecast: similar volume decline than 2024.
- La Poste plan envelope market to be at ~3 B pieces at horizon 2030.

### POST AND POSTAL PARTNERS

- Nothing significant in H1 2025.

### E-COMMERCE / E-SUBSTITUTION

- All indicators confirm E Commerce volume on goods long term growth of ~ 6-8 %
- France 2nd market E-Commerce market in Europe after UK.
- **2024** (FEVAD report) :
  - o E Commerce (products) TO + + 6 % back to 2021 level / transaction volume + 11 %
- **2025:** very dynamic market

### MISCELLANEOUS

	2024	2025
- GDP	+ 1,2 %	forecast ~ 0,5 / 1%
- Unemployment:	7,4 %	8 % (slight increase)
- Inflation	1,8	~ forecast 1 %

## Spain & Portugal report

### ENVELOPE MANUFACTURERS

- Concern about falling demand
- Manufacturers no significant changes
- The concentration of mailinghouses in Spain and Portugal is confirmed.
- Lack of work is driving some manufacturers to cut prices and drag down the market.

### ENVELOPE MARKET

- Significant drop in consumption in large accounts.
- Big halt in Market in the last two months. Important decreases (20% 25%) affecting even medium-sized consumers.
- Sharp drop in prices.

### POST AND POSTAL PARTNERS

- New Spanish postal tariffs for 2025

- Ordinary letter (up to 20 gr) national up 8.2%.
- International letter and card (up to 20 gr) up 8.8%.
- National parcels: up 2%.

### **E-COMMERCE / E-SUBSTITUTION**

- E-commerce in Spain is experiencing continued growth
  - With a significant increase in both turnover and the number of online shoppers.
- Turnover exceeded 99.2 billion euros in 2023, a 16% increase from the previous year, and the number of online shoppers reached 30 million.

### **MISCELLANEOUS**

	<i><b>Spain</b></i>	<i><b>Portugal</b></i>
- GDP	2,8 %	1,6 %
- Unemployment:	10,9 %	6,5%
- Inflation	1,3 %	1,6%
- Population:	48,6 Mio	10,5 Mio

### Southeast report

#### **ENVELOPE MANUFACTURERS**

- New machine producer in Serbia: Euri Machine (connected to Curtius).
- New envelope producer: Mehanoprint.

#### **ENVELOPE MARKET**

- Envelope market is down approx. 5%.
- Strong presence of Turkish envelopes on the market.

#### **POST AND POSTAL PARTNERS**

- No major changes at Post and Postal Partners

### **E-COMMERCE / E-SUBSTITUTION**

- E-commerce remains low compared to the rest of the EU

### **MISCELLANEOUS**

- GDP: +2,5 %
- Unemployment: Slovenia and Croatia +4.5%, Serbia: 7.4%
- Inflation: +2 %

### Supplier Product report

#### **ARCTIC PAPER**

#### **MANUFACTURERS**

- Paper machine modernization at Arctic Paper Grycksbo is underway.
- Investments in sheet cutting lines have been made at both the Kostrzyn and Munkedal mills.
- The challenging market environment continued to pressure our profitability.
- We prioritize ongoing initiatives and the decision of the new investments have been suspended to mitigate impact of the current difficult market conditions.

#### **ENVIRONMENTAL**

- Ongoing project in the energy segment:
  - PV installation 9,6 MW PV (Kostrzyn) will be completed in June 2025.
  - Modernisation of biomass boiler (Grycksbo) according to the plan – start up November 2025 – to reduce energy cost for paper production proces.

- Wood pellet production line with capacity 50 kt/y (Grycksbo) according to the plan – start up November 2025 – new business line.
- Preparation for installation electric boiler 20 MW (Kostrzyn) – utilisation of surplus cheap energy in Polish grid – to reduce energy cost for paper production proces.
- Group will have over 30 MW of PV installed capacity by the summer of 2025.

#### **MARKET**

- Low demand for both UWF, CWF in H1 2025.
- Stable demand in book paper segment in first months of 2025.
- Production costs have risen, primarily driven by an increase in pulp prices during Q1 2025.
- Market prices remain flat, constrained by low industry operating rates and cautious buying behavior.

#### **MISCELLANEOUS**

- With EUDR on the horizon, customer pressure for traceability and sustainable sourcing is intensifying.
- We are working towards full compliance with EUDR requirements and we expect to achieve compliance before the end of 2025 (according to our Sustainability Department).

#### **GASCOGNE PAPIER & GASCOGNE FLEXIBLE**

##### **MANUFACTURERS**

- Gascogne Papier is launching new ADOUR 2025® MG Kraft: natural shade, special ribbing , suitable for food contact.

##### **ENVIRONMENTAL**

- Gascogne Flexible ESG performance has been evaluated by ECOVADIS at 68/100, customers are invited to connect.

##### **MARKET**

- Growing demand for Clay Coated siliconized paper for envelopes e-commerce.

##### **MISCELLANEOUS**

- New French Gascogne Papier MG brown kraft paper mill construction is moving forward.

#### **UPM**

##### **MANUFACTURERS**

- Nordland PM3 closed in December 2024.
- Plan to close Ettringen mill during summer 2025 (News & SC).
- PM Specialty Papers will invest over 10 million euros in the modernization of UPM Tervasaari mill to boost capacity and improve production stability in its highly specialized products, such as glassines and flexible packaging papers.

##### **ENVIRONMENTAL**

- EUDR > UPM strives to be a frontrunner in implementation. WE aim to be ready during Q2

##### **MARKET**

- Seasonally slow market activity.
- Structural & cyclical market decline continues.
- Impact of tariffs and geopolitical tensions makes forecasting challenging; weighs on economical activity.

## MISCELLANEOUS

- New Brand Identity “Renew the everyday”
- Renewed Sales Organisation in Europe > Efficiency & increased customer centricity

## BOPP WINDOW FILM/IRPLAST SPA

### MANUFACTURERS

- In Q1-2025, overall production volumes were notably high, surpassing budget targets and reflecting a busy operational period.
- Q2-2025 appears very promising, with positive prospects on the horizon.
- Successfully sustained active production lines by diversifying range of specialized products.
- Despite the industry-wide trend of extended lead times from BOPP film manufacturers, Irplast has maintained its strategic approach for flexibility, achieving consistent lead times of approximately two working weeks.

### ENVIRONMENTAL

- Together with their new owners, Toppan Specialty Films, Irplast is ever more committed to advancing noble objectives by harnessing BOPP films derived from fossil-free and circular bio-based materials.
- The use of PCR remains the most sought-after option among our customers, necessitating careful management through pre-reservation of volumes based on availability.
- Looking ahead to 2030, Irplast aims for 100% of BOPP production to be composed of alternative resins, reinforcing dedication to sustainability and innovation in line with the PPWR and their corporate commitment to keep the environmental credentials of all products best-in-class.

### MARKET

- Effective June 2025, the new Japanese owners, Toppan Specialty Films, will confirm that while the focus of Irplast merger remains on continuity of supply of specialty films designed for recyclability and monomaterial packaging, they anticipate that collaborative strategies and new initiatives will become more prominent by early 2026 in both the production and sales of mono-PP solutions.
- The fossil-free BOPP film, which is ISCC Plus certified, will be fully available for upcoming projects across the group.
- Shortages and extended lead times for European-manufactured films from competitors.

## MISCELLANEOUS

- Toppan Specialty Films is renowned for its commitment to excellence in the production of premium materials tailored for packaging, labeling, and decorative applications. The packaging division of the company specializes in the development of advanced plastic films, particularly security films and barrier films. Through the collaboration, we look forward to jointly enhancing and strengthening our presence in the market, working together to deliver solutions to make PPWR standard packaging available to all.
- The new €62 million LISIM line has started to arrive in Atessa, and construction is under way. Full scale industrial production is confirmed to start in Q1 2026, delivering much awaited capacity for recyclable barrier packaging.

## OPS WINDOW FILM/TRANSCENDIA AND MULTIPLASTICS

### MANUFACTURERS

- OPS Market: volumes remain stable.
- High quality OPS window films: the material of choice for high quality and machine processing efficiencies.
- Transcendia changed it's strategy to market for PROCITE™ PS films by going direct to the envelope manufacturer as of January 2025 and will supply slit rolls from it's French site.

## MARKET

- Overall market decline per FEPE MC statistics and Mr. Karpowicz.
- Labour – availability and skill shortages – ongoing.
- EU - project under pressure – France and German economic pressures.
- UK - Labour Government under pressure – taxes and borrowing costs hikes.
- Royal Mail – reducing second class deliveries - and increasing prices.

## MISCELLANEOUS

- New US Administration – tariffs, trade wars – geopolitical uncertainty.

## ADHESIVES – EUKALIN

### MANUFACTURERS

- EUKALIN confirms that no changes will be made to its technology and product portfolio for the envelope industry, ensuring continued reliable supply and technical support.
- With a strong focus on this market, EUKALIN understands the need for greater sustainability. The latest products are almost free from mineral oil and are suitable for both standard and e-commerce envelopes.

### ENVIRONMENTAL

- EUKALIN has developed new adhesives with high bio-based content, reducing the use of mineral oil-based polymers.
- These cold glue products are suitable for envelope production and related markets such as e-commerce and bags.

## MARKET

- Key raw materials like vinyl acetate monomer (VAM) remain tight, and overall availability is currently sufficient. Prices are generally on an upward trend at the beginning of 2025.

## ■ EU ecolabel assessment

### WHY WAS THIS ASSESSMENT CONDUCTED?

- As part of the EU Ecolabel Work Programme, the Commission requested a mid-term assessment of the criteria.

### KEY CONCLUSIONS:

- The criteria are still **valid** and effective and should be **maintained until 31 December 2028**.
- This product group ranks **12th out of 25** in the EU Ecolabel scheme by number of licences and products — showing moderate uptake and continued relevance.
- A future **revision is recommended**, particularly after the update of **BREFs** (Best Available Techniques Reference Documents) for pulp, paper, board, and chemicals.

## ■ UPU

FEPE took part in the UPU Consultative Committee meeting held in Bern on 19 February 2025.

- Engaged in a productive exchange with Marjan Osvald, UPU Deputy Director General, focusing on the promotion of inclusive, sustainable, paper-based communication, including the continued relevance of direct envelope correspondence.

### CORE OBJECTIVES DISCUSSED:

- Support for the Keep Me Posted EU initiative, advocating for citizens' right to choose between digital and physical communications without disadvantage.
- Call for fair access to postal services, including a shift from weight-based to volume-based pricing models — a more accurate reflection of modern postal flows and a vital adjustment to support the envelope and paper-based packaging sectors.

FEPE also held a meeting with **Frederick Omamo** (UPU E-commerce & Market Development), highlighting the **growing challenges European producers face** due to the dominance of major Asian e-commerce platforms.

FEPE remains actively engaged with the UPU to safeguard consumer rights, ensure fair access to postal services, and uphold the role of envelope-based communication in global postal policy.

#### ▪ **FACHPACK 2025**

- FEPE will be present with a stand at **FACHPACK 2025** (Hall 3A, Stand 3A-626 – 20 m<sup>2</sup>, inline with one open side).
- We invite all members to send promotional materials or product samples to be displayed at the stand, helping us collectively showcase the envelope and light paper-based packaging sector.

#### ▪ **Two Sides**

FEPE will present the results of the 4th edition of the biennial consumer survey on print, paper, and packaging at the FEPE Congress 2025 in Sofia this September.

- Commissioned by: Two Sides
- Conducted by: Toluna, January 2025
- Respondents: 12,400 consumers

#### ▪ **Keep me posted progress report**

- The opinion paper has been drafted and shared with partner NGOs for review and approval
- A brochure has been written and designed, and is currently in the printing phase to support the NGO's messaging and outreach.

Help us advance the *Keep Me Posted EU* agenda by supporting our ongoing advocacy for citizen choice and access to essential information.

- Sign the Manifesto  
Add your voice to the campaign by signing the manifesto:  
<https://keepmepostedeu.org/manifesto/>
- Follow Our LinkedIn Page  
Stay updated and amplify our message by following and sharing:  
<https://www.linkedin.com/company/105524465/admin/dashboard/>

Let's ensure all citizens have *Right to Choose* how they receive essential information.

#### ▪ **FEPE's communication strategy**

##### **STRENGTHENING LINKEDIN PRESENCE**

- Evolving our approach to make our LinkedIn content more engaging and interactive.

##### **VIDEO INTERVIEWS**

- Leadership Insights: Regular video interviews with our President, discussing FEPE's mission and current initiatives.
- Member Spotlights: Featuring individual members to showcase their contributions and increase their visibility within the community.

##### **MEMBER-GENERATED CONTENT:**

- Encourage members to submit news, updates, and insights for inclusion in our newsletter and LinkedIn posts, fostering a dynamic mix of internal and industry-wide news.

##### **THEMATIC FOCUS SERIES**

- Every quarter, focus on a key topic, such as sustainability, inviting members to share their initiatives and success stories.

##### **VISUAL CONTENT ENHANCEMENT**

- Request more images directly from members to overcome the challenge of sourcing copyright-free visuals.

### **FEPE CONGRESS ENGAGEMENT**

- Introduce pre-event speaker interviews and invite community input on questions and topic suggestions to boost engagement and anticipation for the Congress.

#### ▪ **FEPE congress Sofia 2025**

##### **VENUE OVERVIEW**

- All Congress sessions take place at the Sofia Balkan Palace
- Wednesday, 10 September: Welcome Dinner at the hotel
- Thursday, 11 September: Gala Dinner – National Museum of History
- Friday, 12 September: Farewell Dinner – Bulgarian Cultural Evening

**For registration and hotel information, please visit [www.fepe.org](http://www.fepe.org).**

#### ▪ **AOB**

Next meeting in June (date TBD)