



Shaping a Sustainable Future: Packaging Industry Leaders Collaborate on Innovation

The packaging industry is experiencing rapid growth, with an expected annual growth rate of 1.7% until 2027.

On 9 & 10 March Intergraf and FTA Europe co-organized an event called "Shaping the Future with Packaging." The event brought together almost 120 leaders from Europe's packaging industry from 18 different countries for two days of learning and collaboration. The main focus was on the necessity for innovation and the role companies play in the supply chain.

A key takeaway from the event was that sustainability is no longer an option, but a necessity. Speakers highlighted that the packaging supply chain has a significant role to play in the transition towards green practices. The EU's Packaging and Packaging Waste Regulation (PPWR) was identified as a crucial driver of change, as compliance is mandatory. Innovative solutions are necessary to meet the targets set by the PPWR, and the packaging value chain is already working on creative solutions.

The event emphasized that technical innovations are crucial for Europe to achieve its recycling targets. Participants agreed that packaging

producers and regulators must collaborate to ensure a smooth transition. Despite the challenges, packaging producers are well-informed and equipped to meet this moment. The speaker line-up included a diverse group of industry representatives, high-level policymakers from the EU Commission, and researchers in the field.

The Commission warned that without the proper legislation, packaging waste would continue to grow, and plastic packaging would rise by an estimated 40%.

Academics emphasized packaging's critical role in reducing food loss, with 30% of food wasted (50% of fruit and vegetables), and innovative solutions like coatings on produce.

Coca-Cola presented 'World Without Waste', the company's sustainability platform, which aims for "zero waste and zero emissions" through three main concepts: design, collect, and engage.

More info [here](#).



Intergraf releases exclusive packaging market data

Intergraf has partnered with Smithers, a global provider of market research, to supply its members and the industry with the latest packaging market data.

Intergraf has partnered with Smithers, a global provider of market research, to provide its members and the industry with the latest packaging market data. At Shaping the Future with Packaging event, Smithers shared exclusive numbers on the printed packaging market, emphasising that sustainability is the key driver for change and highlighting the issue of greenwashing.

The report, which is free for members of Intergraf & participants of the event, and available for purchase (250 EUR) for non-members, provides data on various types of packaging, such as corrugated and fibre packaging, cartons, flexible packaging, rigid plastic packaging,

metal packaging, and labels. It includes market data for 2022 as well as forecasts for 2027, with data provided per type of packaging and per printing process.

As the world becomes increasingly environmentally conscious, sustainability is becoming more important than ever. The data provided in the report can help companies stay up-to-date with the latest trends and remain competitive in the industry. Those who prioritize sustainable practices and packaging will be better positioned for success in the future.

Get in touch with [Sergejs Mikaeljans](#) if you intend to purchase a copy.



"Producers will have to ensure that green claims can be properly backed up. You will have to prove that you can supply packaging that meets recyclability standards as products will be far more policed going forward."

Tom Hallam, Smithers.



Print industry to meet in Riga this June

Intergraf's annual conference "Print Matters for the Future" brings together global printing industry experts to discuss key aspects and challenges of the industry.

Intergraf's annual conference, "Print Matters for the Future," has become a highly anticipated event in the calendars of national printing associations around the world. This conference, co-organised with NOPA (The Nordic Printing Association) brings together global printing industry experts to discuss the future of print and focuses on key aspects of the industry and hot topics such as carbon footprint, marketing, consumers, data protection, print vs digital and so forth.

The upcoming conference will take place on June 9th in Riga and will focus on addressing common industry challenges through knowledge-sharing and the facilitation of transnational connections between industry leaders. The agenda is to be shared shortly!

EU vows to crack down on greenwashing

Intergraf welcomes the European Commission's proposed Green Claims Directive, which is aimed at preventing greenwashing by requiring companies to substantiate their environmental claims with scientific evidence.

The directive requires Member States to verify and certify environmental claims, with penalties applied to companies that infringe the rules. However, micro-companies with fewer than 10 employees or an annual turnover of less than €2 million will be exempt unless they choose to have their claims verified and certified. The new legislation is in line with Intergraf's efforts to work on carbon footprint and to assess environmental schemes for printed products, as well as to allow transparent communication for companies to make informed

environmental decisions. Once adopted, Member States will be required to implement the requirements into national law. The directive is currently under review by the European Parliament and Council and will take effect two years after its entry into force. Intergraf's work on promoting sustainable practices in the printing industry is a step towards a more environmentally conscious future.





Intergraf fights for printed leaflets with medicines amid EU doubts

The Commission's revision of the EU general pharmaceuticals Regulation has been postponed, the future of printed leaflets in medicines is unclear.

The European Commission has announced the postponement of its revision of the EU general pharmaceuticals Regulation, which was originally scheduled for the end of March. It is expected that the future proposal will address the digitalisation of medical leaflets, including provisions on the electronic product information (ePI) to provide harmonised electronic information on medicines for patients and healthcare professionals. However, with the upcoming 2024 EU elections, it is possible that the file may only be addressed under the new Commission's mandate. One concern is that Member States may be given the power to decide

whether ePI can replace printed leaflets at the national level. In response, Intergraf is working with MLPS (Medical leaflet=patient safety) to ensure that printed leaflets remain available with medicines. As the EU continues to explore new ways to modernize the pharmaceutical industry, Intergraf's efforts highlight the importance of maintaining a balance between technological advancements and patient safety.

SG Klose highlights the importance of books at the European Parliament

Intergraf, Cepi, and the Federation of European Publishers (FEP) have issued a joint statement advocating for printed books to be included in both children's education and lifelong learning.

Speaking at the European Parliament at the launch of the statement, Beatrice Klose, the Secretary General of Intergraf, highlighted the overwhelming evidence in favour of printed books. She emphasized the importance of printed books so that Members of the European Parliament can ensure that a suitable mix of print and digital reading materials is available throughout society. The joint statement recognizes the enduring value of books as transmitters of knowledge, entertainment, and access to information. It also acknowledges their role in the economy and cultural centres such as physical

bookshops and libraries. The three organisations call for recognition and celebration of the role of books in education and culture and highlight the importance of independent research on the effects of digitalization on reading performance and other skills. Authorities and policymakers are urged to promote the right mix of digital and print in entertainment and education, support bookshops and libraries, and cherish, protect, and promote books as a fundamental resource.



Meet the new communications, advocacy, and events team

The communications and events team of Intergraf has welcomed new faces, get to know them below:



Meike van der Veur, Marketing and Communication Officer

A Dutch national, she came to Brussels for her studies and has lived and worked in Brussels since. After having spent the last 10 years or so working for the Belgian Construction Industry, she is happy to join the Intergraf team and embark on a new career path. Meike will ensure the promotion and communication around the Intergraf Currency+Identity event, will provide support for the event coordinator and will work closely together with the Web and Digital officer. She is fluent in Dutch, English, Spanish and French and speaks a little German. You can contact her at mvanderveur@intergraf.eu.



Elsa Lopez, Web & Mobile App Officer.

Elsa is French and has recently relocated to Brussels within the past few months. Following her traineeship at the House of European History, she is now prepared to embark upon a fresh opportunity at Intergraf. Her responsibilities will entail overseeing the association's website, event mobile application, and overall graphic design. You can contact her at elopez@intergraf.eu.



Sergejs Mikaeljans, Communication Officer

Sergejs has a diverse background in journalism, public affairs, event management, digital & social media communication, and copyrighting. He has previously worked in the telecommunications sector, EU institutions, media outlets & research centers. Sergejs has recently joined Intergraf's EU advocacy team as Communications Officer, where he will work towards amplifying the voice of the European print industry in Brussels. He is fluent in English & Russian and has some proficiency in French & Latvian.

You can contact him at smikaeljans@intergraf.eu.

EVENTS

- Intergraf Environment working group, 4 April 2023.
- Intergraf's annual conference "Print Matters for the Future" in Riga, Latvia (co-organised with NOPA), 9 June.

The Intergraf Newsflash is edited by Sergejs Mikaeljans.

Contact Sergejs if you have news to share:

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