



European Parliament's CULT Committee champions 'Printed in Europe' label to empower book sector

The European Parliament's Committee on Culture and Education adopted an own-initiative report by MEP Tomasz Frankowski, focusing on the future of the European book sector. The report gained strong support from committee members, setting priorities and urging action from the Commission and Member States.

The [report](#) highlights the crucial role of books in European societies, categorizing them as an 'essential good.' To encourage and foster a reading culture from an early age, the report proposes the introduction of 'cultural vouchers' that can be used for the purchase of European literary works.

The report highlights the significance of printed books in the European market, representing around 85% of book sales and benefiting child development. Moreover, the report also includes amendments proposed by Intergraf on the importance of printed books in the mastering of cognitive and literary skills for young people.

The report urges the Commission and Member States to support the book sector's green transition with financial incentives, research, and collaboration. It emphasizes sustainable use of raw materials, eco-friendly packaging, and efficient transportation for book production and distribution. The report acknowledges the efforts of the book

industry in adopting greener practices, such as using certified and recycled paper, carbon footprint calculators, and green labels that help consumers minimize their environmental impact. The report calls for promoting print-on-demand, and limiting book pulping during renewals.

Furthermore, the report urges close monitoring of paper and ink production by the Commission while supporting the development of the European book sector's industrial capabilities. The aim is to reduce carbon emissions by printing in Europe.

In an effort to promote European book production, the report calls on the Commission to introduce a 'Printed in Europe' label.

These messages align closely with the advocacy efforts of Intergraf, as they are strong support towards our initiatives with the EU institutions. Intergraf created a [coalition](#) with publishers and paper manufacturers to promote books and the book sector.



ECB to bid farewell to windows and bridges in new euro banknote series

The European Central Bank is all set to give its banknotes a fresh new look, bidding farewell to the old "windows and bridges" theme that has been a part of European wallets for over two decades.

The new potential banknote designs, comprising a selection of seven options, were officially unveiled on Monday by the ECB. These designs encompass diverse themes, ranging from natural motifs like birds and rivers to envisioning the future of Europe, reflecting its inherent values and fostering a sense of "a shared European identity," as stated by the central bank.

To ensure inclusivity and widespread engagement, the ECB has initiated a [public consultation](#)

open to all residents within the eurozone. The consultation will continue until the end of August and can be accessed via the ECB's official website. The central bank will also conduct focus groups to ensure that opinions from various regions across the eurozone are equally considered.

However, it's important to note that while public input is sought, the final decision on the designs will be made by the ECB's Governing Council in 2024, after careful consideration and discussion over the course of two years.

Two Sides challenges REWE's environmental claims on paper flyers

Germany's REWE announced the decision to reduce their costs by replacing printed promotional leaflets with digital communications, citing misleading environmental benefits that unfairly criticise print and paper.

According to the company, the new advertising strategy will save more than 73,000 tonnes of paper, 70,000 tonnes of CO₂, 1.1 million tonnes of water and 380 million kWh of energy every year. Two Sides has expressed [concern](#) over REWE's decision to stop producing weekly promotional paper flyers from July 1, 2023. They called these statements to be sensational and misleading. Two Sides emphasizes that a comprehensive life cycle analysis comparing digital and paper communications is necessary to make accurate environmental claims. Digital technologies, while often perceived as environmentally friendly, have their own ecological footprint, including increasing energy consumption and greenhouse gas emissions.

Furthermore, Two Sides refutes REWE's claim that "1.1 million tonnes of water" are used in flyer production, clarifying that much of the water used is returned to its source after treatment.

The communication stresses considering customer preferences and accessibility in marketing strategies. Many consumers prefer paper communications, and not all have access to digital devices, making paper essential for communication.

Finally, Two Sides asks REWE for factual evidence supporting their environmental claims or to refrain from misleading statements affecting the paper industry employing many people in Europe.



EP backs new EU Nature Restoration law & adopts ecodesign rules

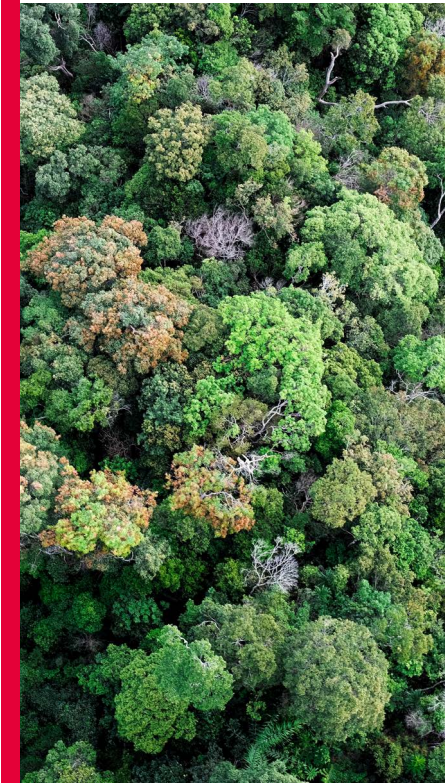
In a crucial move to address climate change and preserve biodiversity, the European Union is set to implement restoration measures covering at least 20% of its land and sea areas by 2030, as urged by Members of the European Parliament (MEPs). Additionally, the European Parliament adopted its position on the proposed Regulation setting ecodesign requirements for sustainable products.

After an extensive debate, the Parliament [adopted](#) its stance on the EU Nature Restoration law, with 336 votes in favor, 300 against, and 13 abstentions. While a vote to reject the Commission's proposal did not pass (312 votes to 324 and 12 abstentions), MEPs are emphasizing the significance of ecosystem restoration in mitigating the adverse effects of climate change, safeguarding biodiversity, and enhancing food security.

Parliament highlights the law's crucial role in fulfilling the EU's international commitments, notably the UN Kunming-Montreal Global Biodiversity framework. They support the Commission's proposal to establish restoration measures by 2030, encompassing at least 20% of all land and sea areas within the EU.

The law's application will be contingent on the Commission providing data on conditions ensuring long-term food security and EU countries quantifying the area required for restoration in each habitat type. Flexibility is allowed to postpone targets under exceptional socioeconomic circumstances. Parliament is now poised to engage in negotiations with the Council to finalize the legislation's shape.

On 12 July, the European Parliament has also adopted its position on the proposed Regulation setting ecodesign requirements for sustainable products. Generally, the parliament strengthened the measures proposed by the Commission to ensure longer product lifespans and better information for consumers. The parliament endorsed the planned product passport. The text also asks the Commission to prioritise the setting of ecodesign rules to iron, steel, aluminium, textiles, furniture, tyres, detergents, paints, lubricants and chemicals. The text still needs to be finalised by the Council.





France publishes FAQ on mineral oil restrictions in printing inks

In response to the lack of legal clarity surrounding mineral oil restrictions in printing inks under the French legislation (French order of 13 April 2022), the French government has taken the initiative to publish a comprehensive FAQ (Frequently Asked Questions) document.

While the [FAQ](#) aims to provide clarity on the matter, it is essential to note that it remains non-legally binding.

The scope of the legislation includes all types of inks, whether used for packaging or toners. However, it doesn't cover inks containing toluene.

Printed materials for the public, like labels, invoices, vouchers, instructions, and receipts, are also part of the scope. It's essential to understand that this scope is separate from the French Extended Producer Responsibility scheme applicable to graphic products. Books are thus included in the scope of the mineral oil legislation.

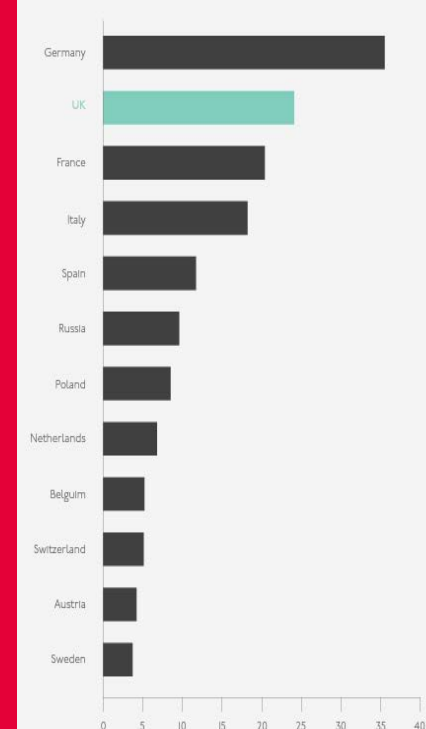
When it comes to packaging, everything is included - primary, secondary, tertiary, household, non-household, B2B, and all materials. Even stickers and labels on products or vegetables are considered part of the packaging scope. Additionally, this legislation applies to packaging put on the French market, including when it comes with the product.

Both imported graphics and packaging products are included in this scope.

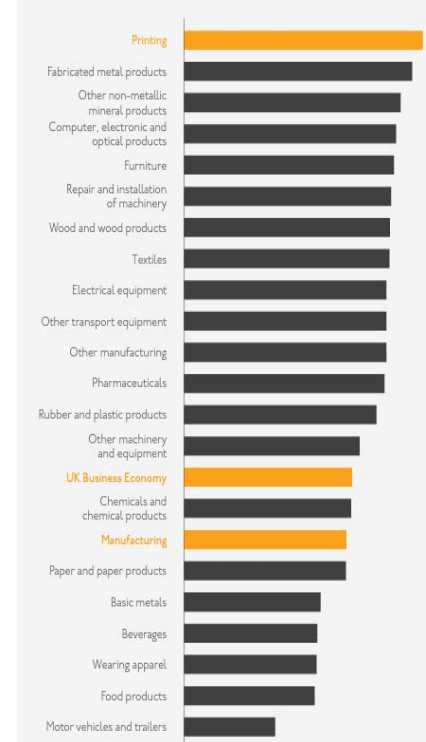
Article 3 allows operators to demonstrate compliance by verifying the end-products meet the required thresholds after application or printing. The main

operators expected to comply are printers and packaging producers, who must use inks that meet the legislation's requirements. They can prove compliance through a declaration from ink manufacturers or printers, supported by technical justifications if requested by authorities. Enforcement will mostly rely on documentation, and sanctions will be assessed on a case-by-case basis, with an initial focus on education and allowing for some tolerance.

LARGEST EUROPEAN PRINT MARKETS
OUTPUT BY COUNTRY
2022 VALUE € BILLION



PRINTING ADDS RELATIVELY MORE VALUE THAN
OTHER MANUFACTURING INDUSTRIES
GVA (GROSS VALUE ADDED) AS A % OF TURNOVER



UK printing industry surges with over £1 billion increase in GVA despite company reductions

The printing sector in the UK has seen a substantial boost in its Gross Value Added, exceeding £1 billion when contrasted with pre-pandemic statistics. Furthermore, despite a decline in the overall count of companies, the total turnover is also showing a positive upward trajectory.

Intergraf's member - the British Printing Industries Federation (BPIF) - has released its latest biennial [report](#), UK Printing Facts & Figures, which highlights the industry's recovery from the disruptive impact of the Covid-19 pandemic.

According to the analysis of Office for National Statistics (ONS) data, the total turnover for the UK printing industry reached nearly £13.75 billion in 2022. This figure marks a significant improvement from the pandemic-affected £11.6 billion reported in 2020 but remains slightly below the pre-pandemic level of £14 billion recorded in 2018.

The BPIF forecasts the total turnover to further climb to £14.2 billion in 2023, indicating a steady upward trajectory. The survey found that printing had a higher Gross Value Added (GVA) as a percentage of turnover than all other manufacturing industries, with productivity gains "well above national averages". Printing's GVA surged to £6.5 billion, surpassing both the pre-pandemic level of £5.5 billion and the pandemic-affected figure of £4.8 billion reported in June 2021.

While the industry's resilience is evident, the survey reveals that the total number of companies decreased by 2.7%, accounting for 200 firms, resulting from closures and the industry's ongoing

transition to automated production techniques. Consequently, the total employment in the sector dipped below 100,000, settling at 98,000 compared to the 105,000 reported in 2020 and the pre-pandemic level of 112,000.

Despite these challenges, the UK remains a significant player in the global printing market, ranking as the fifth-largest producer of printed products worldwide and the second-largest in Europe, second only to Germany.

The positive trade balance, though experiencing a notable decline from the previous report's figure of £580 million, still stands at a considerable £285 million.

For those seeking up-to-date European statistics on the print industry, the 2023 edition of the Intergraf Economic Report is now available. This comprehensive report offers valuable economic information on the graphic industry in the European Union & the UK, Norway, Switzerland, and Iceland. It covers various print-related sectors, historical developments, and country comparisons. Intergraf members can access the report [here](#) free of charge, while non-members can purchase it.



Intergraf's Directors to meet in Iceland

Directors of Intergraf's national member associations are to meet in Reykjavik, Iceland, to exchange on common topics and share best practices across borders.

Every fall, Intergraf national member associations' Directors are coming together to discuss the most pressing matters in the print industry. This annual event serves as a valuable opportunity for our members to share knowledge and insights with one another.

As print associations in Europe encounter similar challenges, these exchanges of information play a crucial role in finding innovative solutions. This year, our agenda will include an introduction to Iceland's graphic industry, as well as group discussions and presentations on various important topics.

Some of the key areas we'll delve into are carbon footprint initiatives, national campaigns promoting print, artificial intelligence, and its impacts on the graphic industry, lack of skilled workers and so forth.

Kristinn R. Thórisson, PhD at the Department of Computer Science, Reykjavik University, will look into the possibilities and limitations of contemporary AI, specifically focusing on its applications in graphics, text, industrial automation & print process optimization.

Directors can register by contacting Sergejs at smikaeljans@intergraf.eu.

EVENTS

- Intergraf Directors' Conference 2023, 2-5 September
- Intergraf Currency + Identity Conference 2023 in Bilbao, 18-20 October 2023. More info [here](#).

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