



Intergraf meets MEP Weiss to discuss the potential medical leaflets removal from medications

Intergraf organised a meeting with MEP Pernille Weiss, European Parliament's Rapporteur on the review of the pharmaceutical legislation on 25 August 2023. The meeting was hosted by STIBO Complete in the MEP's home country Denmark. Participants also included Søren Henriksen and Frank Sørensen (Stibo Complete), Carsten Bøg (Grakom), Laetitia Reynaud (Intergraf) and Mike Turner (MLPS).

The group had a very constructive discussion on the Commission's proposal, which grants the possibility for Member States to remove paper leaflets from the medicines packages and replace them with a QR code while maintaining patients' right to a printed copy. Intergraf and MLPS (Medical Leaflets=Patients' Safety) explained that this is a threat to patients' safety, in particular vulnerable ones, but also that this approach cannot work in practice. Printing plant Stibo Complete demonstrated that medical leaflets are produced by trained workers under very strict technical and safety specifications, showing that printing on demand is not an option in the area of medical leaflets. The proposal would suggest pharmacists could handle the supply of a printed copy upon demand. They could not secure the printing of leaflets that meet the

same technical specifications and appropriate level of security required for the production and handling of medical leaflets.

Package leaflets provide vital information to patients and carers. Intergraf is of the opinion that all patients have access to accurate and comprehensive information about their medication. The removal of paper leaflets would penalise in particular most vulnerable patients, including the elderly, those lacking digital skills and those who are less digital savvy.

Intergraf and MLPS will provide MEP Weiss with concrete proposals for changes to the Commission's proposal.

More information is available from [Laetitia Reynaud](#).



Austria's Chancellor calls for the protection of cash in the constitution

Chancellor Karl Nehammer of Austria has advocated for securing the right to use cash as a form of payment in the country's constitution, asserting that citizens should have the option to utilize physical currency instead of solely relying on digital transactions or cards.

The move comes amid concerns that the widespread adoption of digital currencies could lead to the gradual phasing out of traditional cash payments. Addressing the issue, Chancellor Nehammer stated, "More and more people are worried that cash could be restricted as a means of payment in Austria," highlighting that individuals have a fundamental "right to cash."

Austrians continue to rely on physical coins and banknotes, especially for everyday, smaller transactions. €47 billion is withdrawn from ATMs annually in Austria, and the average Austrian carries €102 in cash, according to Nehammer's statement on the social media platform X (formerly known as Twitter).

Moreover, a significant 67% of transactions under €20 are still settled with cash within the country.

Chancellor Nehammer has outlined a comprehensive three-point plan to safeguard the use of cash. The key components of the plan include the protection of the right to cash within the Austrian constitution, the continued availability of cash as a payment option, and ensuring access to physical currency through the national bank and local banks located reasonably close to citizens.

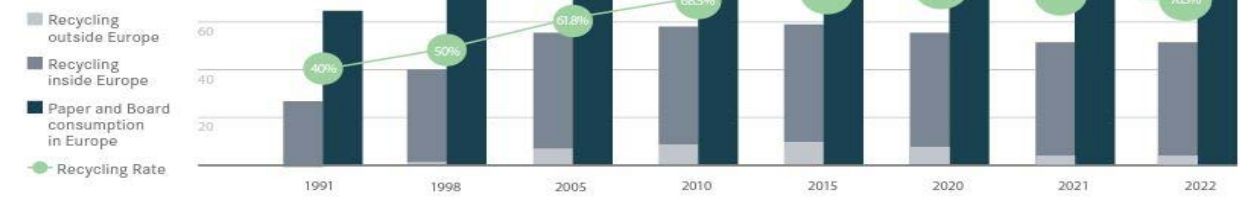
To work on implementing this plan, Finance Minister Magnus Brunner has been appointed by Nehammer. The Chancellor has also proposed a roundtable discussion scheduled for September, which will include representatives from various ministries, the industry, and the central bank. The aim of the discussion is to devise a strategic and legal framework for effectively integrating the protection of cash payments into Austria's economic landscape.

This initiative goes in line with the recent proposal by the European Commission to ensure the preservation of euro banknotes and coins for seamless access and payments across the euro area.

The proposal, titled "Proposal for a Regulation of the European Parliament and of the Council on the legal tender of euro banknotes and coins," seeks to ensure that the option to pay with cash remains viable for citizens and businesses. Despite a decline in cash usage, the 2022 ECB SPACE study reveals that cash still accounts for 59% of retail payment transactions and 42% of their total value. Notably, a significant 60% of European consumers emphasize the importance of retaining the choice to make payments using cash. For those interested, the complete

EUROPEAN RECYCLING 1991-2022

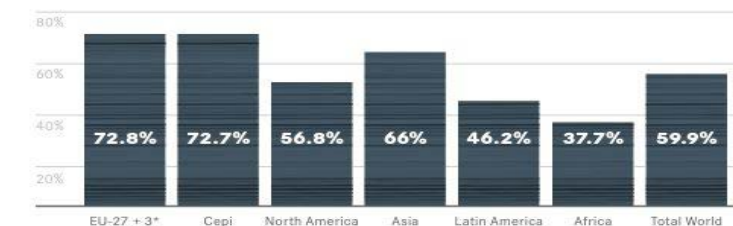
Source: Cepi 2022



RECYCLING RATE IN WORLD REGIONS IN 2021

Cepi, Fastmarkets RISI - 2020

*EU-27 + 3: EU-27 + Norway, Switzerland and the United Kingdom



Europe is the paper recycling champion!

Report on domestic recycling rate:

The new European Declaration on Paper Recycling 2021-2030 introduces a more consistent monitoring of the domestic recycling rate excluding net trade. The reporting will only take into consideration PFR utilisation in European paper mills divided by paper and board consumption, excluding the net trade. The domestic recycling rate in 2022 was 63.1%.



NATIONAL RECYCLING RATES IN EUROPE

14 European countries exceeded the 70% recycling rate (16 in 2021). 7 European countries were below 60% (9 in 2020).

Source: Cepi 2022

EPRC: Europe maintains the world leadership in paper recycling

The European Paper Recycling Council (EPRC) has released its latest report, indicating that the paper value chain continues to advance toward achieving a 76% paper recycling rate by the year 2030. Notably surpassing recycling rates of other materials, the paper value chain is positioned as a global benchmark for recycling efforts.

In 2021, the European paper value chain pledged to recycle 76% of all paper consumed by 2030. The recycling rate is defined as the ratio between the recycling of used paper, including the net trade of paper for recycling and the consumption of new paper and board.

Paper recycling is a 'made in Europe' industry, as collection, sorting and recycling take place more than ever locally. This is the result of extensive investments by the industry over the years, valued at several billion euros.

Although the recycling rate experienced a minor decline compared to 2021, it remains high at 70.5%. This decrease can be attributed, in part, to lower production as well as surging electricity and gas costs following the war in Ukraine,

which disproportionately impacted paper recycling mills. Despite this, Europe maintains a substantial lead over the rest of the world, followed closely by North America, whereas the average global recycling rate stands at 59.9% in 2021.

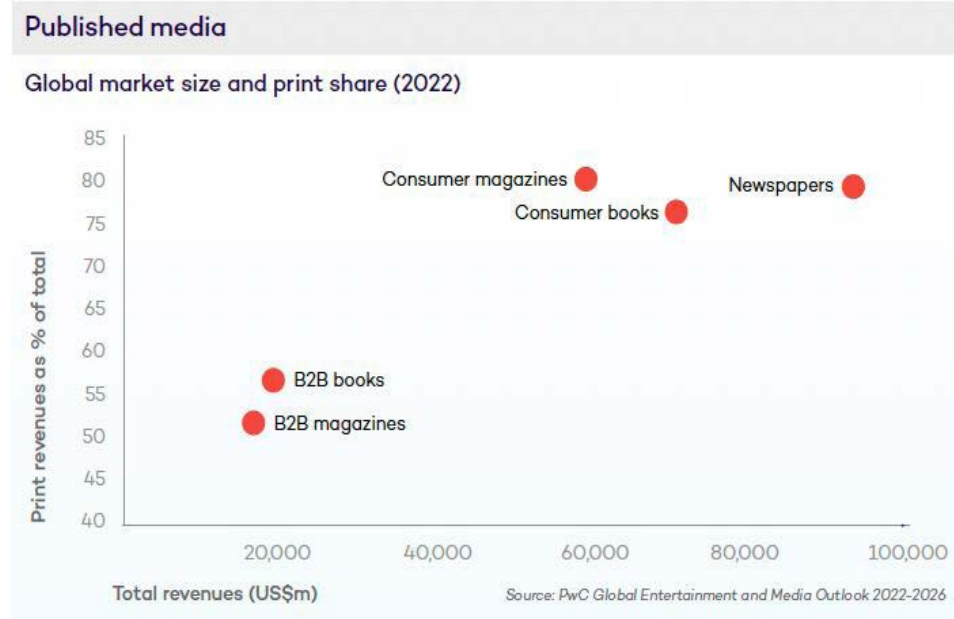
To boost recycling, the value chain aims to separate paper collection, implement recyclable design, and conduct awareness campaigns.

Among the initiatives, the cross-industry alliance 4evergreen stands out, providing guidelines for collection practices and ecodesign. This alliance seeks to amplify the role of fibre-based packaging in a circular bioeconomy.

Download the EPRC's monitoring report for 2022 [here](#).

Report: print media's revenue holds strong amid digital craze

Print media, often considered a declining sector in the face of digital dominance, still holds a more significant share of revenue than many assume, according to FIPP's Future of Print report and PwC's Global Entertainment and Media Outlook 2022-2026 report. While print's share is indeed decreasing, the pace is not as rapid as commonly believed.

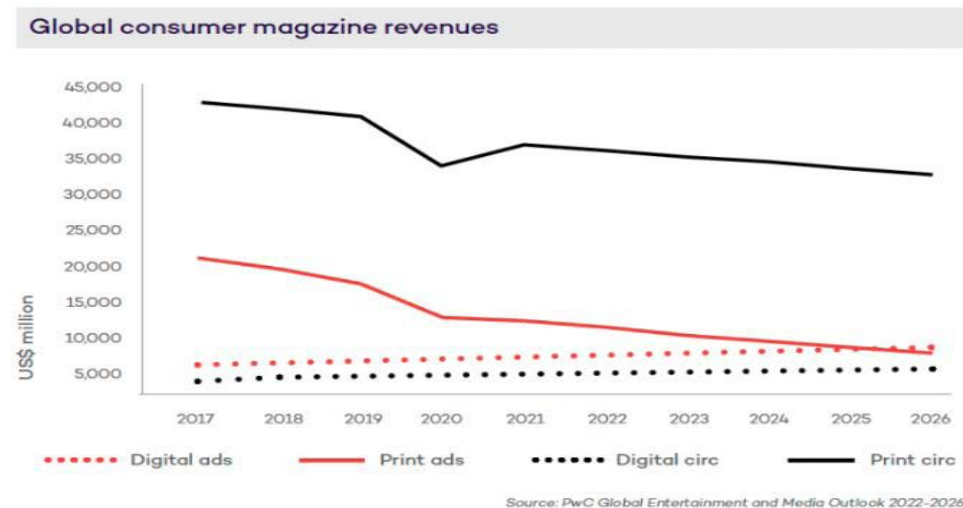


Newspapers

In the realm of newspapers, print remains a driving force. This sector, valued at US\$93 billion, relies heavily on print revenues from both advertising and copy sales, accounting for a substantial 80% of total industry revenues. The predicted decline in total newspaper industry revenues is projected to be at a Compound Annual Growth Rate (CAGR) of -2.1% until 2026. Despite this, print's share of total revenues is predicted to decrease to 74% by 2026, indicating a notable drop but not a drastic one.

Consumer Magazines

Consumer magazines, a slightly smaller sector with a value of US\$59 billion, also witness print's strong hold on revenues. Print contributes 80% of total revenues here as well. Total newspaper industry revenues are predicted to decline by -2.1% Compound Annual Growth Rate (CAGR) through to 2026. By then, print revenues are forecast to fall to a 74% share of total revenues: a significant drop, but not dramatically so. While print reader revenues are expected to hold up relatively well, magazines will experience a more pronounced impact from the reduction in print advertising revenues.



B2B Books and Magazines

In the B2B sector, including books and magazines, print plays a role but is not as predominant as in consumer media. B2B books, valued at US\$19 billion, see the print + audio segment accounting for 57% of total revenues, projected to decline to 48% by 2026. B2B magazines, a sector worth US\$16 billion, have the lowest print share at 52%, estimated to drop to 45% by 2026. This segment's dynamics are influenced by digital business information and the recovering live events sector.

Consumer Books

Consumer books display a more positive outlook, with a predicted CAGR of +1.2% from the current market size of US\$71 billion. Print's share in this segment stands at 77%, with a modest decrease to 74% anticipated by 2026—among the smallest declines across media segments.

Print's share of total segment revenues (global)

	2022	2026	Change
Consumer magazines	80%	75%	-5%
Newspapers	80%	74%	-6%
B2B books	57%	48%	-9%
B2B magazines	52%	45%	-7%
Consumer books	77%	74%	-3%

Source: PwC Global Entertainment and Media Outlook 2022-2026

These trends reflect a global variation, with some markets maintaining a strong affinity for print, linked often to robust newspaper sales. Meanwhile, other markets are rapidly shifting toward digital platforms.

Revenue Streams

PwC's analysis of revenue streams paints a clear picture. Print circulation, while on a decline, remains a dominant revenue source, constituting 61% of total industry revenues in 2022. By 2026, this is projected to remain steady at 61%, while its share of circulation revenues drops slightly to 86%. Digital circulation is on a growth trajectory, currently experiencing a +4% annual increase. Nevertheless, its share of total circulation revenues is currently only 11%, expected to rise to 14% by 2026. Digital advertising is growing at a +4% CAGR but is not expanding quickly enough to compensate for the decline in print advertising. The crossover point, where digital advertising surpasses print, is projected for 2025. In conclusion, while print's share of revenue is gradually declining as the digital shift progresses, it is not diminishing as swiftly as widely believed. The resilience of print is evident across various media segments, emphasizing the importance of strategies that support both print and digital platforms to sustain industry growth. Report is available [here](#).



Spain outlines key priorities for EU Presidency

Spain, who on 1 July 2023 took over the 6-month steering wheel of the EU Council, has outlined its core priorities for its presidency, emphasizing key areas for Europe's future development and stability.

The Spanish Presidency stressed the significance of reindustrialization and ensuring open strategic autonomy for the EU. The aim is to reduce dependency on third countries in essential sectors like energy, health, digital technologies, and food. The evolving geopolitical, technological, and environmental landscape presents an opportunity for Europe to lead the global economy by leveraging its assets such as talent, innovation, institutional stability, and sustainable energy.

A second major priority is the advancement of the green transition. By combating climate change and environmental degradation, Europe can cut the energy and raw material dependence, enhancing competitiveness and job creation. The Spanish Presidency intends to promote reform in the electricity market to expedite renewable deployment, lower electricity prices, and enhance system stability.

Social justice is at the heart of this presidency's agenda, with Spain aiming to establish common minimum standards for corporate taxation across Member States and address tax evasion by large multinationals. The emphasis also includes revising the Multiannual Financial Framework 2021-2027, with a focus on sustainable public finances and funding green and digital transitions. Strengthening the European Pillar of Social Rights is a priority, with plans to extend workers' rights and improve protection for vulnerable groups.

Lastly, Spain aims to bolster European unity and deepen the internal market, banking union, and capital markets union. The country will also work on efficient management of migration and asylum processes and offer support to neighbouring states, including Ukraine.

As Spain holds the EU Council Presidency, its comprehensive agenda seeks to steer Europe amid evolving global challenges. However, it appears that legislation specifically targeting the print industry may not hold a prominent place on its agenda. The Presidency did not announce that the review of the packaging waste legislation or the review of the pharmaceutical legislation are top priorities. It rather aims at progressing on the EU Zero Pollution goal, improving air quality, and regulating the use of hazardous chemical substances in manufacturing.

It is worth noting that the Spanish general elections that recently took and place could potentially impact the Spanish presidency of the EU Council. The process of government formation, which could take months or even lead to new elections, might draw Spain's attention away from Brussels and water down a six-months.

Website of the presidency is available [here](#)

FTA Europe's Diamond Awards 2024 set for May 30th in Düsseldorf

The prestigious Diamond Awards 2024, organized by Intergraf's sister association FTA Europe, is scheduled to take place on May 30th, 2024, coinciding with Drupa in Düsseldorf, Germany.

The event will showcase winners from the national flexographic printing awards of FTA Europe's members, who will compete on the European stage.

Highlighting excellence in flexographic printing, the awards will encompass 14 diverse categories, including an international segment. The much-coveted "Best in Show" title will also be awarded. FTA Europe is dedicated to creating an unforgettable experience for all participants.

More information about the awards and sponsorship opportunities are [here](#).

FTA EUROPE DIAMOND AWARDS 30 May 2024 in Düsseldorf



EVENTS

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

The Intergraf Newsflash is edited by Sergejs Mikaeljans.
Contact Sergejs if you have news to share:
smikaeljans@intergraf.eu | +32 (0) 2 230 86 46

