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### Association News

## Six Gold Sponsors confirmed for FTA Europe's 2020 Diamond Awards

With just under a year to go, FTA Europe is pleased to announce that six companies have already committed to sponsoring the 2020 Diamond Awards for flexographic printers. CAMIS, Miraclon, I&C-Gama Group, Tresu Group, Vetaphone and Windmüller & Hölscher have generously committed to being Gold Sponsors.

FTA Europe is delighted that these sponsors will be a key part of the 2020 awards and thank them for their continued support of the Diamond Awards, which shape and foster quality flexographic printing across Europe.

The ceremony, which will be held alongside drupa, will celebrate the best of European flexo printing. It takes place on 18 June 2020 at the InterContinental Hotel in Düsseldorf, Germany.

**Want to be a part of the biggest event in the European flexo calendar? Get in touch!**

The Diamond Award winners, who will be selected from the national winners of flexo awards across Europe, will be revealed in April 2020, following the judging session of the expert panel in Brussels.



We are still looking for sponsors, so visit [www.fta-europe.eu/fta-europe-awards/fta-europe-diamond-awards-2020](http://www.fta-europe.eu/fta-europe-awards/fta-europe-diamond-awards-2020) to view FTA Europe's sponsorship brochure to find out how you can be part of the biggest event in the European flexo calendar.

If you would like to be kept up to date with news about the 2020 Diamond Awards, contact [ascanlan@fta-europe.eu](mailto:ascanlan@fta-europe.eu) to be added to our subscribers' list.

**CAMIS**

**I&C · GAMA**  
GROUP

**miraclon** **VETAPHONE**  
Corona & Plasma

**TRESU**  
Group

 **WINDMÜLLER & HÖLSCHER**

## Using the FTA Europe Toolbox to 'Do it right the first time'

*The FTA Europe Flexo Best Practice Toolbox is an innovative guide to flexographic printing, helping printers achieve a predictable result on the press every time. FTA Europe, which represents the common interests of the European flexo industry, identified the need for a go-to document for printers and created the Toolbox as part of the association's work on training and education.*

*This project is a core area of the association's activities – the broader purpose of which is to advance the interests of the flexo industry by representing and acting as the voice of the flexo industry across Europe and the EU institutions in Brussels.*

*EFTA Benelux President Roel Seele, a founding member of FTA Europe, interviewed the project manager Wim Buyle, Vice-President of FTA Europe and Vice Chairman of EFTA Benelux, to discover more about this new eBook.*



FTA Europe Vice-President Wim Buyle

**Roel Seele:** The Toolbox has now been on sale since the beginning of the year, but tell me: what led to FTA Europe deciding to create it?

**Wim Buyle:** As FTA Europe was formed with the aim of bringing together all the national technical flexo associations across Europe, we had the idea to also bring together all the available technical knowledge about flexographic printing technology. The goal was to produce a guide to 'do it right the first time'.

Personally, I have been working in the flexo printing industry since 1991. I visit flexo printers every day and I have never seen a book near a printing machine. Talking to printers and operators, I could feel the need for a 'Best Practice' book which would help them set up the press correctly every time.

But how could we create a document which is easily accessible to as many users as possible? We chose to go for the digital way: an eBook that is available at any time in the pocket of the user or near to the line of production.

**Roel Seele:** So, once you had identified the need for such a book, how did the project happen?

**Wim Buyle:** First, we created a large working group of experts who pulled together an overview of all the available content about flexo printing technology. We organised several brainstorming sessions to facilitate the sharing of people's ideas from the entire flexo chain: from suppliers to users. We also

involved universities from around Europe.

After this, the project could really begin. A smaller working group, supported by the industry, was tasked with the challenge of creating a book that is easy to read for daily users of flexo printing technology and which would help them keep control of the printing process.

The book was finalised at the end of 2018, and went on sale on the Apple iBooks store in February 2019.

**Roel Seele:** What I really like about the Toolbox is having the videos, instructions, and clear diagrams all in one place. Is this why the eBook format was chosen?

**'Bringing print and digital together is one of the ways in which we can demonstrate how the industry is modernising and evolving.'**

**Wim Buyle:** This is one of the great advantages of an eBook, yes! Videos and animations also explain complex tasks in a very simple way. A 30 second movie can sometimes easily replace 1,000 words. Another advantage is that information can be updated quickly – as fast as flexo printing technology itself is innovating. It's a live document!

Last but not least, a key aim of FTA Europe is to address the challenge that many young people choosing career paths today are not choosing our industry. Bringing print and



(From left) EFTA Benelux President Roel Seele and FTA Europe Vice-President Wim Buyle

digital together is one of the ways in which we can demonstrate how the industry is modernising and evolving – which we hope will be a convincing factor to work for us for those studying in fields relevant for our sector. Making the Toolbox digital was, therefore, essential.

It is important to emphasise that this document can't replace trainings and courses. The Toolbox aims to support those who have received formal training to help them achieve a predictable result each time on the printing machine.

**Roel Seele:** When machine operators use the eBook, what results can they expect?

**Wim Buyle:** Ultimately, by following the Toolbox's advice, printers will be able to achieve a predictable result on the press much faster – and this will deliver cost and time savings through improved efficiency. The result of this is higher productivity as well as better environmental performance due to less waste. Not getting it right in the first instance



means repeating processes, and using more company resources. This document, therefore, is really a “must have” for every daily user of flexo printing technology.

**Roel Seele:** Is this the end of the project or is there more to come?

**Wim Buyle:** FTA Europe wants as many people as possible in the flexo industry to benefit from our best practice advice. Therefore, the next step is to translate the Toolbox into more European languages. The first will be Italian, followed by French. We will try to translate it into more languages in the near future.

**Roel Seele:** And what's next for FTA Europe?

**Wim Buyle:** FTA Europe was founded to represent and support European flexo printers, by creating a better industrial and regulatory environment. Our work in education and training is a crucial part of this in order to help our printers face current and future challenges and to be resistant to economic and market change. Challenges, such as the need to attract young people as I mentioned earlier, mean that we must continue to create opportunities like the Toolbox project, which bring tangible, concrete improvements to the daily work of flexo printers.

*The FTA Europe Best Practice Toolbox is now available to buy on the Apple Books store.*

## FTA Europe's Flexo Best Practice Toolbox



An innovative eBook for flexographic printers to achieve a predictable result on the press every time

The Toolbox supports users to:

- Deliver cost and time savings
- Achieve higher productivity and environmental performance
- Better manage the complex production process
- Improve team-working

Also  
available  
in Italian!

Available to  
buy now!



Get it on  
**Apple Books**

## Events

### 2019

#### SEPTEMBER

24-27/09/2019 Labelexpo Europe 2019, Brussels, Belgium

#### OCTOBER

07-09/10/2019 InterPACK California, USA

17/10/2019 Sweflex seminar 'The challenges of packaging', Halmstad, Sweden

#### NOVEMBER

ATEF flexography technical day, Madrid, Spain

07/11/2019 EFTA's Benelux flexo awards, Antwerp, Belgium

22/11/2019 ATIF FlexoDay, Bologna, Italy

#### DECEMBER

12/12/2019 ATF's Flexostars ceremony, Toulouse, France

ATEF's Spanish national flexo awards

### 2020

#### MARCH

19/03/2020 EFIA's British national flexo awards

#### APRIL

28-30/04/2020 E-Pack Europe, Amsterdam, Netherlands

#### MAY

07-13/05/2020 InterPACK, Düsseldorf, Germany

#### JUNE

16-26/06/2020 drupa 2020, Düsseldorf, Germany

18/06/2020 FTA Europe Diamond Awards, Düsseldorf, Germany



## 2020 FTA Europe Diamond Awards

18 June 2020

**InterContinental Hotel Düsseldorf**

On 18 June 2020, FTA Europe hosts the third bi-annual Diamond Awards in Düsseldorf, Germany.

The ceremony will run parallel to the 2020 drupa trade fair. Winners of national flexographic printing awards across the continent will be entered into the Diamond Awards to compete at European level.

### **SPONSORSHIP OPPORTUNITY**

**Take centre stage and benefit from exclusive brand exposure to the European flexo industry**

To view our sponsorship package brochure, please visit

[www.fta-europe.eu/fta-europe-awards/fta-europe-diamond-awards-2020](http://www.fta-europe.eu/fta-europe-awards/fta-europe-diamond-awards-2020)



## Members' News

# EFIA launches new training module and sustainability white paper

### New training module on die-cutting

EFIA, FTA Europe's British member, has announced the launch of a brand new module on its web-based Academy training platform.

The module focuses on the principles of die-cutting, including rotary, flatbed and laser, and comprises six distinct topic areas in a multimedia format.

The training is designed to benefit everyone working within the flexographic industry, with the aim of providing a well-rounded understanding of the wider flexo supply chain.

The dedicated eLearning course is self-paced and part of a UK-wide recognised programme.

**'We champion constant learning and development in the sector [in order] to be sustainable and successful in the long term.'**

Debbie Waldron Hoinés, EFIA Consultant CEO, commented: "We are extremely pleased to offer a new module that looks in more depth at how rotary, flatbed and laser die-cutting



fits into our industry and the developments that everyone should be aware of.

"We're proud of the industry resource that we can offer with the Academy. It's designed specifically for anyone involved in the flexographic supply chain - from designer to printer to retailer - and written by industry professionals."

Neil Jones, EFIA Chairman, added: "At EFIA, we champion constant learning and development in the sector in line with our philosophy that our industry needs to collaborate, innovate, legislate and educate to be sustainable and successful in the long term. It's therefore imperative to upskill, keeping us moving forward as an industry and offsetting the emerging skills gap we are observing."

The Academy platform was established to meet the evolving needs of the flexo printing industry, through innovative, accessible and economical online learning.

## Members' News



### EFIA sustainability white paper

Following EFIA's sustainability breakfast meeting in June, the post-event white paper is now available.

The document records and highlights discussion from the event, that attracted

over 70 delegates from across the flexographic industry. Debate covered in the white paper includes tackling the spread of packaging misinformation, presenting clear messages as an industry in the face of an evolving narrative and how we can collaborate to make the industry a more attractive

proposition to the next generation of potential flexographic printers.

If you would like a copy, please contact EFIA's Executive Director Debbie Waldron-Hoinés at [debbie@avant-tout.com](mailto:debbie@avant-tout.com).

# EFTA Benelux academy; awards deadline; and recruitment seminar

### 4th edition of EFTA Benelux Flexo Academy ready to kick off

EFTA Benelux has announced the programme for the 2018-2019 edition of its Flexo Academy. The programme will include 5 sessions, to be held on site at the facilities of member companies whose activities are related to the topic of the day.

The series kicks off on 10 October, and will conclude on 28 May 2020.



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The hosting companies will be Oerlemans Plastics, Mayr-Melnhof Karton, Apex Europe, Flint Group and Rudico. The course leader will again be EFTA Benelux President Roel Seele. For the complete programme (in Dutch) see <http://bit.ly/2zaFLI3>.

### Awards to be held in November

The next edition of the EFTA Benelux Flexo Awards will be held on 7 November 2019.



The sponsors are:

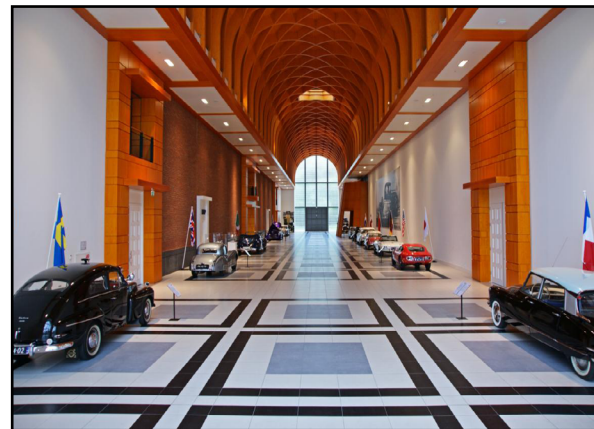


Judging will take place at the beginning of October, after which winners of the prestigious

competition will be announced at the awards gala to be held at the Hilton Antwerp.

Winners of the Benelux competition will be contending for the FTA Europe awards to be announced during drupa in 2020.

See [www.efta.nl/award](http://www.efta.nl/award) for more information.



Louwman Classic Cars Museum

### EFTA-Benelux AGM and mini seminar on 9 October in The Hague

On 9 October, the Louwman Classic Cars Museum in The Hague (around the corner of the EFTA Benelux headquarters) will provide the setting for the Annual General Meeting and subsequent mini symposium.

At the symposium, the association will invite its members to an interactive session with expert speakers focusing on two themes closely related to the association's core competence: recruitment, retention and development of competent flexo talent; and the positioning of flexo in the scope of package printing.

On the issue of workforce development, it is common knowledge that the availability and

## Members' News

attraction of young talent is one of the major challenges in today's competitive labour market, where package printing companies

**'The availability and attraction of young talent is one of the major challenges in today's competitive labour market.'**

are competing with other hightech industries. Seasoned HR expert Appie Harmsen (ex-Royal Schut) will share his views on how to attract, motivate and grow incoming talent.

Subsequently, Filip Weymans of Xeikon will highlight the evolution of digital printing as complementary technology that can supplement flexo capacity in today's context of personalization, short run packaging and variable information.

## ATEF announces Spanish calendar of flexo events

- On 26 September 2019, ATEF, FTA Europe's Spanish member, will hold the XIV Flexible Packaging Forum in Madrid. Topics such as the digitisation of flexo printing, legislative developments in the packaging sector, and optimisation of productivity will be covered. In this forum, ATEF's member companies will participate and help host the event.
- Following the great success of the first Flexo Day in May, ATEF organises a second edition which takes place in Madrid on 14 November 2019 at the facilities of their partner 3M España.
- On 26, 27, and 28 November 2019, training sessions on film conversion technologies for flexible packaging will take place in

Barcelona. On the first day, the course will focus on blown film extrusion, the second day on flexographic printing and the last day on complex film lamination.

- At the end of this year, the ATEF flexography awards take place. The winners participate in the FTA Diamond Awards, which take place 18 June 2020. Seven Spanish companies were awarded Diamond Awards at the 2018 ceremony, who were winners of the 2016 and 2017 ATEF awards.

For more information on any of these events, please contact ATEF through their website [graphispack.org](http://graphispack.org).



## Decarbonisation, SMEs, and empowering MEPs to top agenda of new European Commission

Brussels has just exited the sleepy summer months, when policymaking pauses. September is when everything kicks off again. And this September is special due to the many new faces in Brussels and new policy agenda for the coming five-year term.

With the **new European Parliament** in place following the May election, and processes complete to appoint the new President David Sassoli, Vice Presidents, and committee chairs, the next tranche of MEPs, the majority of which are brand new, are ready to go.

Over at the **European Commission**, a new President is ready to take over from Jean-Claude Juncker in November. German national Ursula von der Leyen was appointed by the leaders of the EU's Member States (European Council) following intense bartering. This caused significant controversy due to the fact that none of the candidates who publicly debated and campaigned were selected.

The President to be, however, is expected to struggle over the coming years to finalise legislation with the European Parliament, having only received a narrow approval when MEPs voted in July. Interestingly, she has promised to **enhance the European Parliament's policymaking ability** by responding with a legislative proposal if MEPs

adopt a resolution requesting the Commission do so. Normally, the European Commission will respond to these resolutions by outlining the ongoing action in the particular area, rather than a legislative proposal.

As the European Commission has the sole right to propose legislation, this is the institution where industry must keep a close eye. New proposals for legislation can be expected from January 2020.

A strong focus of the new European Commission will be the environment. President to be Ursula von der Leyen has pledged to propose a **'European Green Deal'**, the main focus of which will be to enshrine the 2050 climate neutrality target into EU law and to decarbonise energy-intensive industries.

She will also seek to **help SMEs** through a dedicated SME strategy to improve EU market access and cut red tape.

### 4 actions to expect during the 2019-2024 Commission

1. **Guidelines on implementation of the Directive on single use plastics (July 2020)**
2. **A proposal for a Regulation on food contact materials & inks**
3. **Review & guidelines on of the extended producer responsibility eco-modulation criteria**
4. **Review of the essential requirements for packaging (Packaging Waste Directive)**



Picture © European Commission

## Innovative packaging project launched in Belgium



Pack4Food is an organisation of 72 companies, all involved in food packaging. It is based on the campus of the Faculty of Bioscience Engineering of Ghent University, in Belgium. These include food producers and retailers and packaging material producers.

One of the main goals of Pack4Food is the initiation and coordination of research projects, through which companies and research institutes work together to develop innovative packaging solutions.

One of these projects is the project CIRCOPACK. 60% the budget is funded by the Flemish government, and 40% by industry. CIRCOPACK aims to compare different packaging configurations for a given set of food products focusing on their environmental impact, also taking into account food losses and recycling options.

This will establish scientific data that the industry can use to decide which type of sustainable packaging material they should use or a given food product.

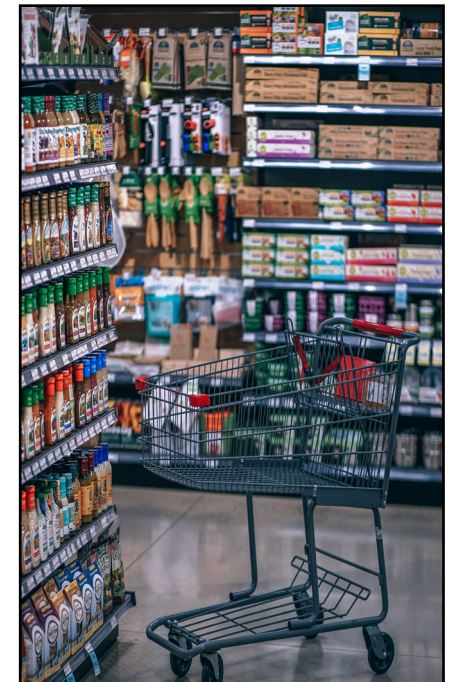
The project CIRCOPACK began on 1 April 2019 and will last for three years. It is coordinated by

Pack4Food, together with Flanders' FOOD. So far in the project, five different food products have been selected in close collaboration with the 26 participating companies, 6 governmental organisations and 7 research groups involved in CIRCOPACK.

Different packaging configurations have been selected for each of those food products such as (coated) plastic or bioplastic packaging materials and (coated) paper-based packaging materials.

In the following months, an environmental impact assessment will be performed on the production of the different packaging materials, as well as the food products and the different recycling options.

Interested in joining this project? Please contact [info@Pack4Food.be](mailto:info@Pack4Food.be).



## Industry News

### Database platform launched comparing waste sorting systems across EU

The EU Horizon 2020-funded COLLECTORS project aims to bring together information on the different waste collection systems in Europe for comparison.

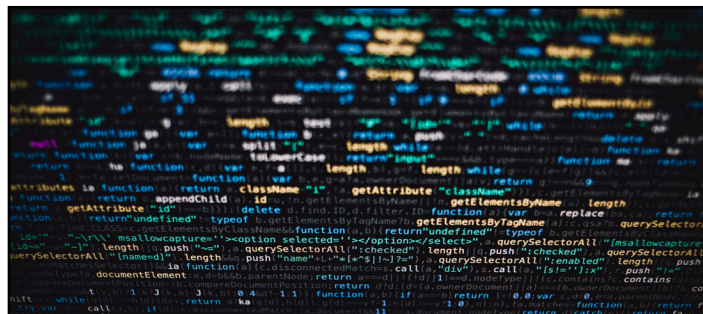
The project is half-way through, and seeks to identify and highlight existing good practices of waste collection and sorting to be replicated across different regions as best practice.



The project has now launched a database, which documents the organisation and performances of more than 240 European waste collection systems. Information can be filtered by product type and by waste fees, costs, and quality of sorted material.

Find the database here: [www.collectors2020.eu/tools/wcs-database/](http://www.collectors2020.eu/tools/wcs-database/)

### Artificial intelligence increasingly used to optimise packaging production



Artificial intelligence (AI) is increasingly being used for some tasks in the packaging industry and in logistics. A key issue in some countries is that there is a shortage of AI technology, but a survey in Germany carried out by Deloitte showed that this only means that development will be slow, rather than prevented. Machine learning is the essence of AI. For packaging, this means that robots can learn to detect new products and automatically adjust

the packaging being applied. Automated guided vehicles (AGVs) are already being used to optimise warehouse management and production lines.

“AI-based methods are now being used to analyse risk from suppliers, to project foreign exchange fluctuations in international procurement, and to foresee potential supply difficulties together with their impact on production.”

Read the article in full here: [www.fachpack.de/en/news/industry-news/artificial-intelligence-in-packaging-vslfdrdlzpireport](http://www.fachpack.de/en/news/industry-news/artificial-intelligence-in-packaging-vslfdrdlzpireport)

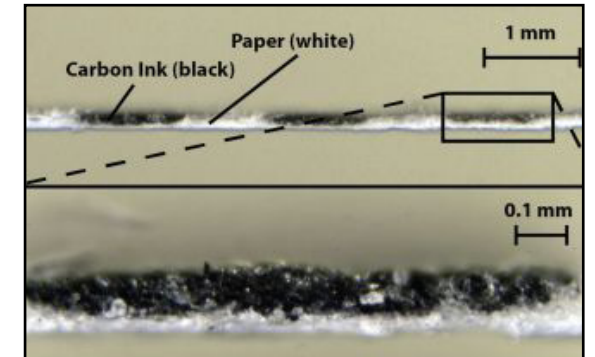
## Industry News

### Low-cost, eco-friendly packaging sensors developed in London

A study at Imperial College London has developed low-cost, smartphone-linked, eco-friendly spoilage sensors for meat and fish packaging. Dr Firat Güder, head of the college's Department of Bioengineering, has said that the sensors are so cheap that supermarkets could begin using them within three years. The 'paper-based electrical gas sensors' (PEGS) are biodegradable and non-toxic.

Read more here: [www.aipia.info/news-Low-](http://www.aipia.info/news-Low-cost-dynamic-food-spoilage-sensor-on-the-shelf-in-three-years-1076.php)

[cost-dynamic-food-spoilage-sensor-on-the-shelf-in-three-years-1076.php](http://www.aipia.info/news-Low-cost-dynamic-food-spoilage-sensor-on-the-shelf-in-three-years-1076.php)



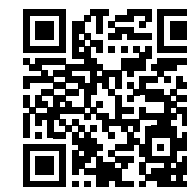
SOURCE: AIPOA / Imperial College London

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