

FTA Europe News

Association News 2-8

- Looking back on 2019 & to 2020
- 2020 Diamond Awards
- Building global alliances over 2019
- Industry4Europe paper
- Flexo Master Class in Sweden
- Trends at LabelExpo 2019

- EFTA Benelux awards and committee update
- ATF celebrates BestInFlexo and Flexo Day in Italy
- EFIA reveals location for UK awards & details on next sustainability event

EU Policy Corner 13

- Analysis of the EU 'Green Deal'

Events 8

- FTA Europe Diamond Awards 2020 & industry events

Members' News 9-12

- New packaging focussed Masters in Italy

Industry News 14

- Innovations to watch
- Plain packaging for food?
- How to improve online sales

FTA Europe: The European Flexographic Industry Association

Avenue Louise 130A, 1050 Brussels, Belgium

+32 (0) 2 230 86 46

info@fta-europe.eu

www.FTA-Europe.eu



Association News

FTA Europe's President looks back on 2019 and to 2020

2019 has been another fantastic year at FTA Europe. Our members and the wider flexo community have a lot to feel proud of when looking back at our key achievements.

Back in February, the [FTA Europe Flexo Best Practice Toolbox](#) was launched on Apple Books. For us, this was an incredibly important moment. The Toolbox is a culmination of a huge amount of hard work - a real team effort from FTA Europe members and industry experts. The finished product is a unique and indispensable tool for machine operators. The importance of getting the best results the first time cannot be overstated for a company's resource efficiency. The Toolbox can help printers achieve this - something of which I am personally very proud.

February was a busy month with us also co-hosting the [2019 Packaging Conference](#) with our sister organisation Intergraf, and consultancy Smithers. The conference was a huge success, and was widely praised for bringing together unique speakers and perspectives. Sustainability and innovation were key themes - indicative of the direction in which our industry is heading.

Preparations for the [2020 Diamond Awards](#) also got well underway this year. We were very pleased and grateful for the many companies who have already confirmed they will be key sponsors of the event. Their continued support is evidence of the importance our industry places on the Diamond Awards. This event is a very special way of recognising exceptional print products and their printers. Naming European champions sets a very high standard for the industry in Europe, and



President Sante speaking at Packaging Conference 2019

opens up new opportunities for the winners.

Which brings me nicely to **2020**! The Diamond Awards will obviously be the main event. On 18 June 2020, I hope that you will join us in Düsseldorf for a night to remember! FTA Europe will also attend the drupa conference taking place in parallel - a key date in any printers' calendar.

We will also launch our new Technical Committee. This will be a new part of FTA Europe, comprised of experts from each member country. The aim of the Committee will be to ensure that FTA Europe takes targeted action in the areas of most importance to ensure the prosperity and longevity of the companies we represent.

In February, we celebrate our five-year anniversary. It will be a very proud moment to reflect on our achievements and make plans for the future. FTA Europe is dedicated to representing and advocating for the flexo industry. I invite you to continue on this journey with us!

- Sante

Association News

FTA Europe 2020's Diamond Awards

Tickets to go on sale in January & sponsor packages still available!

As 2019 draws to a close, FTA Europe looks to 2020 and the third edition of the Diamond Awards.

Exceptional print products and their producers will be celebrated in style at the InterContinental Düsseldorf on 18 June.

Winners will receive the coveted diamond award trophies in recognition of their achievements as the best flexographic printers in Europe. This year will be even bigger than before due to being held alongside the drupa exhibition.



In just a few weeks, ticket sales will be officially opened. From January, you can start 2020 the right way by securing your seat at the most important flexo event of the year.

Having opened sponsorship in the autumn, FTA Europe has already secured the Diamond Sponsor of the event, Uteco, as well as 7 Gold Sponsors. We are hugely grateful to Uteco Koenig & Bauer Flexotecnica, CAMIS, I&C-Gama Group, Miraclon, Tresu Group, Vetaphone and Windmüller & Hölscher.

If your company would like to be at the heart of the event by sponsoring us, please contact the FTA Europe Secretariat (info@fta-europe.eu) or visit <http://bit.ly/2Yeol6B>



FTA Europe's members warmly invite all stakeholders and fans of the flexo industry to join this truly special event.

The flexo community is warmly invited to this truly special event. Buy your tickets and tables from January 2020!

2020 FTA Europe Diamond Awards

18 June 2020

InterContinental Hotel Düsseldorf

SPONSORSHIP OPPORTUNITY

DIAMOND SPONSOR



**GOLD SPONSOR (4 LEFT!)
€ 5,000**

Appear in promotional material, both online and in print; have visibility during the ceremony; 1 X 10-seat table; present to one winner; banner at the ceremony showing logo

**SILVER SPONSOR
€ 2,500**

Visibility in the promotional material and during the award ceremony; 2 free tickets with reservation of one 10-seat table

**COCKTAIL AND AFTER PARTY
SPONSOR (X3)
€ 2,500**

Visibility in the promotional material; visibility during the cocktail reception (preceding and following the ceremony)

If you are interested in sponsoring the ceremony or for further information, please contact your national flexo association or Annie Scanlan ascanlan@fta-europe.eu

Individual tickets: € 185 + VAT

10-seat table: € 1,500 + VAT

www.fta-europe.eu

ATEF

AGRUPACIÓN
TECNICA
ESPAÑOLA
DE FLEXOGRAFÍA

ATF association
technique
française de
flexographie

ATA
Associazione Tecnica
Italiana per la Flessografia

EFIA
EUROPEAN FLEXOGRAPHIC INDUSTRY
ASSOCIATION

EFTA

GRAKOM Sweflex.

FTA Europe builds global alliances over 2019

Throughout 2019, FTA Europe continued to build relationships with our partners across the world to promote the flexo printing industry.

In August, President Sante participated in ABFLEXO's annual awards ceremony in Brazil. Along with FTA USA, he opened the congress by giving a speech on packaging trends in Europe and how FTA Europe is advancing education provision in our sector. The event is the largest annual event for the Brazilian flexo industry, with around 500 people having attended this year.



President Sante in Brazil

practice – which is precisely what FTA Europe does.” FTA Europe was pleased to learn that a new flexo trade association will be created in this region.

Additionally, Italo Vailati, a member company of ATIF, FTA Europe's Italian member, travelled to Melbourne, Australia, in September to represent FTA Europe. FPLMA, which represents the flexographic printing industry across Australia and New Zealand, invites FTA Europe each year to their congress.

It is essential that nations work together to solve problems and share best practice – which is precisely what FTA Europe does.”

Italo gave a presentation on industry 4.0 and the circular economy. It was also an opportunity for Italo to give an overview of how FTA Europe advances the interests of



PRIME 2019, Dubai

Sante also participated in a panel discussion during the 2019 PRIME Awards in September, which award excellence in packaging in the Middle East and Africa. He was a key part of the event, having acted as President of the jury.

Attendees of the ceremony, which was held in Dubai, were also interested to hear Sante's views on challenges facing the industry such as inadequate education provision.

“Poor educational provisions are a worldwide problem. It is essential that nations work together to solve problems and share best

the European flexo industry, particularly in the field of education.

FPLMA and FTA Europe also agreed that one of their Apprentices of the Year 2019 will be given the opportunity to visit Europe and experience the flexo industry first-hand.



Per Branzén (Sweflex), Laetitia Reynaud (Intergraf), President Sante, Göran Dahl (Sweflex)

In order to form closer ties within FTA Europe, President Sante also spoke at the Sweflex packaging seminar. FTA Europe's Swedish member held the event in October on innovations in packaging and sustainability issues.

Sante gave a presentation on the EU environmental regulatory framework. He also gave the industry audience advice on how they can respond to these changes whilst still retaining their competitiveness. It was also a great opportunity to showcase the Best Practice Toolbox and to promote the upcoming Diamond Awards.

International cooperation between flexo associations across the world is crucial. FTA Europe will continue to maintain close ties with our important global partners.

FTA Europe signs Industry4Europe paper

FTA Europe, as part of the Industry4Europe coalition, has signed the joint paper on the long-term strategy for the EU's industrial future. Industry4Europe has 149 members and is focused on campaigning for an ambitious EU industrial strategy.

In light of the new European Commission, the paper calls on President Ursula von der Leyen to respond to the EU's industrial needs in 7 priority areas.

These are: creating a business-friendly policy environment; sustainability at business core; upgraded skills and training; enhanced research and innovation; investment and



improved access to finance, reinforcement of the European Single Market; and strengthened trade and international market access. The paper can be read here: <http://bit.ly/2qCc420>

Association News

FTA Europe supports flexo Master Class in Sweden

FTA Europe is supporting the second edition of the flexo Master Class in Sunne, Sweden. It will be held between 31 May and 5 June 2020.

This course for Continuous Professional Development (CPD) will enable the delegates to improve their production efficiency through understanding and best practice. The course is based on the latest technology and research, combining theory and practice with a mix of lectures, workshops and site visits.

The course also includes two days on flexible packaging design.

Those who would benefit from the Master Class include:



Students taking the Master Class

- Practicing printers, engineers and managers
- Designers of flexible packaging
- New entrants to flexo
- Printers and managers who need to become familiar with flexo

Please contact Prof Tim Claypole Tim.Claypole@icmprint.com for more information.

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



Search for Flexo Best Practice Toolbox in Apple Books to buy now! Available in Italian, and soon in French, Dutch and Portuguese.

Association News

Trends at LabelExpo 2019

LabelExpo, held in Brussels in September, is now a key date in the flexo calendar - with this year no exception. FTA Europe made sure to be there. Here are 3 key take-homes we learned:

1. Sustainability was a strong theme across the trade show, indicating that suppliers are responding to a shift in consumer expectations of their products and packaging.
2. More was invested in flexo machines than digital printing machines in 2019, in part due to enhanced automation making flexo the obvious choice.
3. FINAT, the European association for the self-adhesive label industry, reported that the label market continues to grow, but at a slower rate than recent years.



FTA Europe at LabelExpo2019

Events

2020

JANUARY

17/01/2020 Closing date for print entries for the 2020 EFIA UK Awards

FEBRUARY

05/02/2020 **FTA Europe's five year anniversary**

07/02/2020 EFIA's Breakfast Panel on Sustainability and innovation, Coventry, UK

20/02/2020 Intergraf's Commercial Print Conference, Brussels, BE

MARCH

19/03/2020 EFIA's national flexo awards, York, UK

APRIL

31/03-1/04/2020 FTA Europe's Diamond Awards judging session, Brussels, BE

21-23/04/2020 E-Pack Europe, Amsterdam, NL

MAY

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

JUNE

05/06/2020 Intergraf's Print Matters for the Future Conference, Stockholm, SE

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

18/06/2020 **FTA Europe Diamond Awards, Düsseldorf, DE**

Members' News

First students graduate from new packaging Master degree in Italy

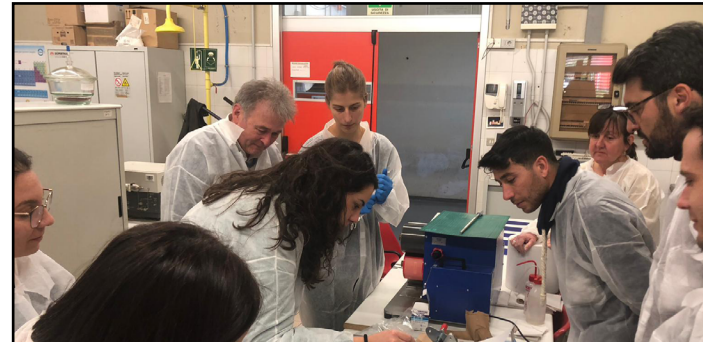
The first intake of students studying for the Master MATESPACK (Sustainable **MA**terials and **TE**chnologies for Polymeric and Cellulose **PACK**aging) at the Department of Industrial Engineering of the University of Salerno has graduated. The Master offers students the opportunity to acquire in-depth knowledge of packaging and practical skills for the industry. The aim of the degree is to produce highly qualified professionals strongly oriented towards competitiveness, innovation and specialisation. The fields of sustainability and recyclability of polymeric and cellulosic packaging are given particular importance.

During the course, the 2018/9 students learned to identify the best solutions from a circular economy perspective. Lessons involved skills such as quality control and life cycle assessment. During the internship part of the course, they also had the opportunity to experience business issues first-hand, thanks to the support of a network of local and national Italian companies.

The success of the course can be attributed to the team of highly qualified professionals from the University of Salerno, companies, public authorities and international research institutes.

‘Synergy between the University and companies proved to be the winning strategy.’

The strong dedication and engagement



Students in the lab

of the Master's Director, Prof. Loredana Incarnato, and the scientific committee led to excellent results: more than 70% of the students received a job offer in the companies where they completed their final training.

A special thanks goes to all the sponsor companies which supported the degree. Synergy between the University and the companies proved to be the winning strategy for the development of key skills for Italy.

The year 2019/2020 of MATESPACK is now ready to begin: to enrol in the programme, complete the application form by **23 December 2019**. Information on how to apply can be found here: <http://bit.ly/2DSGGiD> For more information, send an e-mail to the address: master.matespack@unisa.it.



Students graduating

Members' News

EFTA Benelux develops new association structure; celebrates flexo industry in Antwerp

New EFTA-Benelux committee structure

Over the past few years, the board of EFTA Benelux has worked hard to achieve the objectives of its 4 pillar strategy:

1.Internationalisation, by stimulating cooperation between the various FTA's in Europe, now that cross border industry consolidation is calling for synergy and rationalisation of resources. For this reason, EFTA Benelux and its secretariat were one of the co-founders of FTA Europe.

2.Promotion of the quality of flexo, both in terms of encouraging and displaying technical excellence. On November 7, the third edition of the EFTA Flexo Awards took place in Antwerp.

3.Technical education: The EFTA Benelux Flexo Academy entered its third edition this autumn. In addition to this 5-day educational course, in 2020 the association will introduce its Technical Days, where flexo professionals will have the opportunity to dive deep into specific matters with their industry peers.

4.Networking: One of the key benefits of industry associations is to have access to and meet with industry colleagues. Apart from networking opportunities during EFTA events, the engagement of volunteers in committee work is a perfect way to build and maintain professional relationships.

In a relatively small association, much of the committee work rests on the shoulders of a small number of people. To broaden the engagement and widen the association's resources, the board has decided to set up and relaunch a number of committees



Technical Committee meeting

and working groups in line with the strategy. The first committee has already met, and meetings have been scheduled for 2020.

EFTA-Benelux Flexo Awards 2019

On Thursday 7 November, the EFTA-Benelux Flexo Awards were presented for the third time at the Hilton Hotel in Antwerp. Flexo printers from Belgium and the Netherlands competed for these prestigious awards in 13 different award categories.

We would like to thank all those present and in particular our sponsors for their participation in the EFTA Benelux Flexo Awards 2019. Thanks to them, it was a fantastic award ceremony. An overview of the Flexo Award winners can be found here: <http://bit.ly/2LMUUpC>



EFTA Benelux Awards dinner

ATIF celebrates BestInFlexo and Flexo Day in Italy

Italian "Oscars of flexo" held in Bologna

A very special gala evening celebrated the 5th edition of BestInFlexo – the Italian flexo printing award. On 21 November, 370 members of the flexo community attended the event in Bologna to celebrate excellence in flexo printing.

President of Confindustria Vincenzo Boccia, the guest of honour, gave a compelling and passionate speech to reassure the industry of actions his association has taken to push back on the proposed plastics tax: "a tax that this industry doesn't deserve".

The winners of the 13 categories are (pre-press in brackets): 2 awards for Cartotecnica Postumia (Thema Studio) and Scatolificio TS (Tadam); and 1 award for SDR Pack (Fotolito Veneta), Sititalia (Zincopar), Ekaflex (Digital Flex), Imball – Center (Fotolito Veneta), Tech IT Packaging (Mavigrafica), Europoligrafico (Diaven), Eurolabel (Flexolution), Grafiche Pradella (Flexolution) and Carteria (Thema Studio). The best in show was Sititalia (Zincopar).



BestInFlexo winners

During the evening, a lifetime achievement award was presented to Silvana Canette, ex-President of Flexotecnica.

The winners will now be entered into the European Diamond Awards. FTA Europe wishes all the gold winners the best of luck and hopes to see them in Düsseldorf in 2020! For more information and photos of the event: adamovit@atif.it

Flexo Day has record number of participants

High-level guests and insightful presentations on current topics, as well as extending the event to 2 days, proved successful in attracting a record number of attendees (450!) to the latest edition of Flexo Day.

There was a strong theme of innovation and sustainability, and brand owners were given a special focus. For instance, Carla Silva (Packaging Development Manager for Galbani) gave a brilliant speech on the importance of R&D departments, as well as the challenges of developing sustainable packaging. Vincenzo Cerciello (Nordmeccanica) gave a presentation on successful dynamics within family businesses.

In cooperation with FTA Europe, international guests also gave presentations. Mark Shepherd (The Branding Authority), provided insights on the requests of brand owners to printing companies, in a market increasingly dominated by social networks and digital technologies. Laetitia Reynaud, on behalf of FTA Europe, gave a speech on the impact of EU environmental regulations for the flexo industry.

Flexo Day will next take place on 25 March 2020 in Salerno.

UK flexo association reveals awards location and details on next Sustainability Breakfast

EFIA reveals location for awards

EFIA has revealed that their flexo awards will take place on 19 March 2020 at the National Railway Museum in York. The gala dinner celebrates outstanding achievements of the flexographic industry in what has proved to be a turbulent economic and legislative environment. The event celebrates collective and individual successes along with the impressive advancements of the sector.

Neil Jones, Chairman of EFIA, commented: "After our 2019 event took place at the Concorde Conference Centre, it's 'planes, trains and automobiles' once again for the EFIA Print Awards! The flexo industry doesn't stay stationary for long and our annual awards event is aimed at showcasing the standard of print excellence that has been set in 2019."



© National Railway Museum

To find out more, submit an entry, secure sponsorship or book tickets, please contact EFIA on admin@efia.uk.com

EFIA Sustainability Breakfast Meeting

EFIA will hold the next Sustainability Breakfast Meeting on 7 February 2020, continuing the aims of the industry to Collaborate, Educate, Legislate and Innovate for its longevity.

Hosted by a panel of speakers representing the wide spectrum of the packaging, print and recycling supply chain, the event takes a fresh look at the eco-friendly innovations and 'out of the box' thinking that will secure the future success of the sector.

The discussion is set to identify where the true value lies in new and novel sustainable innovations, how we leverage the benefits and how we can continue breaking down sustainability barriers through innovative design and operations.

The Sustainability Breakfast Meeting is free to attend for EFIA members, and includes a bacon roll and coffee to get the day started. Non-members are welcome to attend for a nominal fee of £10. To book your place at the Sustainability Breakfast Meeting, please contact EFIA on admin@efia.uk.com.



The Academy modular e-learning training solution is specifically designed for all employees in the flexo industry, whatever their role. For those seeking full printing expertise, the online programme is also backed by hands-on training on selected dates throughout the year.

To find out more, please visit www.efia-academy.org/about or telephone +44 7970 626412.

New European Commission: packaging and the environment to remain a focus

Finally, the EU has a new College of Commissioners installed, led by President Ursula von der Leyen. Having been delayed due to the European Parliament rejecting a number of Commissioner candidates, the Commission can now begin to work on new policies (despite still missing the UK's Commissioner). Amongst the first of the headline policy promises to be delivered was a Communication on 11 December setting out the planned legislative proposals under the 'European Green Deal' framework.

The Green Deal has been one of the most hotly anticipated policies of the new Commission. In response to growing public concern about climate change, their aim is to make Europe the first 'climate neutral' continent in the world. Many proposals target consumption,

product design, and value chains.

Ones to watch in the new College are Commissioner for Health and Food Safety Stella Kyriakides (Cyprus) and Commissioner for the Environment, Oceans and Fisheries Virginijus Sinkevičius (Lithuania). Within the remit of Commissioner Kyriakides, a proposal for a regulation on inks on food contact materials (FCM) can be expected. She has said that food contact materials must be regulated because she believes the chemicals which migrate from the packing to food pose a risk to human health. She has also raised the issue that different Member States have different rules on plastic FCM, and that there is a lack of knowledge of the affect of these materials on health. A European Commission report on the current legislative framework for FCM can be expected early 2020.

Seeing as Commissioner Sinkevičius has the joint remit of environment and the oceans, it can be said with some certainty that the issue of plastics in the oceans is not going to go away soon. For instance, in the Council of the EU, there was reportedly broad support for an EU-wide plastic waste tax as part of the prospective new budget – however, this is far from being finalised. The support, however, shows there is appetite for such measures.

Commissioner Sinkevičius is a strong advocate of creating a circular economy, but has also spoken of the importance of ensuring a fair transition, and ensuring no one is left behind, particularly SMEs, in the push for greener industries. The Green Deal documents can be found here: <http://bit.ly/36pfOmD>

Key legislation planned under the Green Deal

January 2020 'Just Transition Mechanism' to fund sectors that are most affected by the transition

4 March 2020 New Circular Economy Action Plan & EU industrial strategy including 'sustainable product' policy

March 2020 Proposal on a European 'Climate Law'

March 2020 Circular Economy Action Plan, including a sustainable products initiative on plastics

2020 Waste reforms

2021 Measures to address pollution from large industrial installations

Innovations to watch

The winners of the European Commission's 2019 European Social Innovation Competition were:

[MIWA](#) (Czechia), a circular distribution and sale system for food and non-food products with reusable packaging

[SpraySafe](#) (Portugal), an edible spray to preserve food items that reduces the need for plastic packaging

[VEnvirotech](#) (Spain), a biotech start-up that transforms organic waste into biodegradable plastics using bacteria

Beware: is the future of packaging...plain?

Obesity is "the new smoking", and with the phenomenon of plain cigarettes packaging sweeping across the world, the debate is now turning to food packaging.

There is a growing voice that, due to the success of plain packaging reducing the number of smokers, minimising the appeal of sugary or fatty foods could be achieved through

taking away alluring packaging.

Consultancy Brand Finance has published a report on the potential economic impact if rules on plain packaging for food were introduced. An issue printers should pay close attention to!

A free 17 page preview of the report can be downloaded here: <http://bit.ly/2s5wMax>



How to improve online sales

In FlexoGlobal, SGK reports the findings of a survey on the online shopping experience. The key piece of advice for flexo printers operating online is to focus on the visuals.

This includes: ensuring the product title contains **key search words**; using short **videos** and high resolution **pictures**; encouraging customers to give positive **reviews** to draw more web traffic; and checking that the page works well for **mobile**.

Read more: <http://bit.ly/2sJXaXV>