

FTA Europe News

Association News 2-3

- FTA Europe looks to the future
- EFIA training sessions available for FTA Europe members
- FTA Europe Diamond Awards

Events 5

EU Policy Corner 6

- FTA Europe's guide on packaging trends & policy:
free download online!

Industry News 7

- Future of Packaging 2020 report
- EuPC opens survey on impact of COVID-19 on the use of recycled polymers
- Oil prices threaten recycled plastics market
- Packaging & COVID-19
- Survey: consumers prefer paper
- FoodDrinkEurope Q1 2020 economic report

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FTA Europe looks to the future

As summer turns to autumn, across Europe there is a feeling of uncertainty over what winter will bring. The health and economic crises have left scars, with prospects of new lockdowns a concern for us all.

Flexo printers in the packaging industry encountered very different problems relating to COVID-19 in comparison with printers serving the retail, hospitality, and event industries. As was shown in [our survey of the industry in June](#), having enough personnel to keep up with order levels; and securing the supply of materials were key concerns. However, the crisis has proved that flexo is a resilient and growing part of the printing industry.

On the whole, our industry is able to positively look to the future, and FTA Europe's membership continues to adapt and adjust. Investment in innovation is increasing, and new services are being deployed by the national associations.

Virtual meetings and communications are being used across flexo to a degree never previously seen. Remotely guided machine installations, or customer meetings over a conference call are ways that suppliers have continued to support customers.

Nevertheless, with in-person meetings increasing, and the event industry beginning to start again, it's clear there is a sense of wanting to get back to normal, and perhaps also signs of 'digital fatigue'. This is why we are firmly set on holding the **2021 Diamond Awards** in-person. Of course, the event will be held in accordance with local COVID-19 rules, but thankfully this will not impact the schedule significantly. The Diamond Awards have quickly become a key moment to



bring the industry together and celebrate excellence in print. Prospering even through an international crisis, the flexo industry has cause to celebrate. We hope that you can join us for a [very special evening](#). Make sure you take advantage of early bird booking!

Over the summer, FTA Europe has been hard at work on our new technical projects.

One of our projects aims to develop a new **standard test form** for flexo printers. Soon, printers across Europe will be invited to participate in a multi-lingual survey. The findings will help the team define the exact requirements for the test form. The project is being run by a wide variety of companies and we are excited to involve even more of the flexo industry in this important project.

Another project on **ISO standards** is progressing well. The experts leading the team are first focussing on sharing best practice on using the standards applicable to flexo. A key aim will be developing permanent resources for FTA Europe members to help companies apply ISO standards across Europe. More information on this soon!

Regards,

President Sante Conselvan

Members' prices for
FTA Europe Members!



MORE TIME FOR TRAINING?

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FTA Europe Diamond Awards

22 April 2021

InterContinental Hotel Düsseldorf

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Early bird booking is now available on the
FTA Europe website.



We can't wait to see you again

www.FTA-Europe.eu

Events

2020

OCTOBER

10/2020 drupa preview launch, online event

5-7/10/2020 FTA USA Virtual Fall Conference 2020, online event

27-28/10/2020 E-PACK USA, online event

NOVEMBER

NEW DATE 17-18/11/2020 ATIF's awards ceremony & Flexo Day, Bologna, IT

DECEMBER

7-9/12/2020 E-Pack Europe, Amsterdam, NL

10/12/2020 ATF's awards ceremony, Chamonix, FR

2021

POSTPONED TBC/2021 Absolute Flexo Future 2020 - Flexo technology in 2025, Halmstad, SE

JANUARY

NEW DATE 27-28/01/2021 Diamond Awards judging session, Brussels, BE

FEBRUARY - APRIL

25/02 - 03/03/2021 InterPACK, Düsseldorf, DE

20-30/04/2021 drupa 2020, Düsseldorf, DE

22/04/2021 **FTA Europe Diamond Awards, Düsseldorf, DE**

MAY

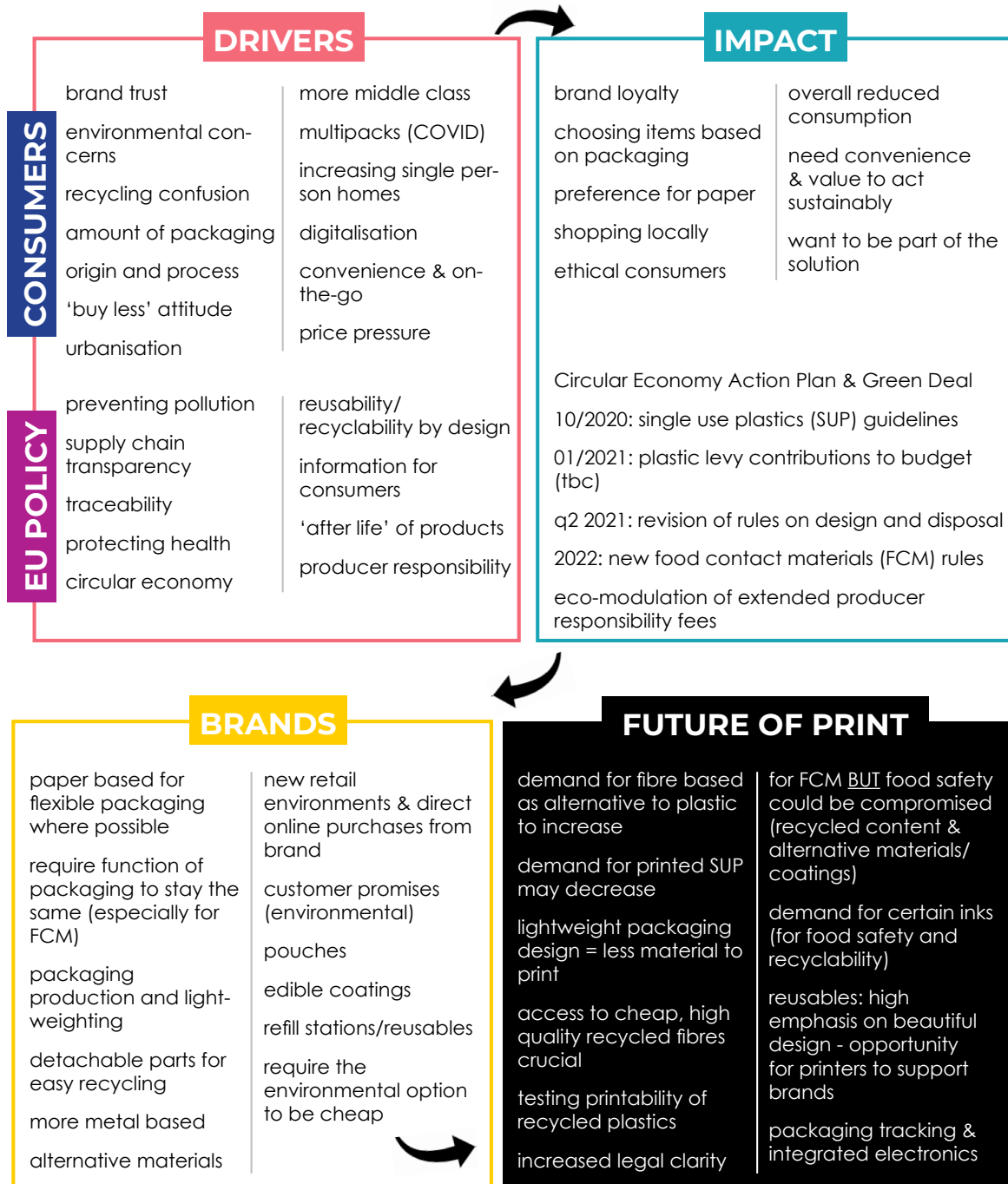
20/05/2021 EFIA's national flexo awards, York, UK

SEPTEMBER

1-24/09/2021 Labelexpo Europe 2021, Brussels, BE

Mapping the packaging revolution

The combination of shifts in consumer behaviour, policy, and design choices of brands impact the work of flexo printers who produce packaging. FTA Europe's *Mapping the packaging revolution* guides you through the drivers and impacts. **A high quality version can be downloaded (and shared!) from the FTA Europe website [here](https://www.fta-europe.eu).**



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Industry News

Future of Packaging 2020 report

In this new report, interesting articles include 'Busting seven packaging myths', which compares the impact of glass, plastic, and aluminium; and articles analysing the carbon impact at every stage of the supply chain. Download for free here <https://www.raconteur.net/future-packaging-2020>

EuPC opens survey on impact of COVID-19 on the use of recycled polymers

EuPC are carrying out a survey on the 'Effects of COVID-19 on the Use of Recycled Polymers'. They are asking plastics converters in Europe about their use of recycled polymers. The survey is open to all plastics converting companies in Europe and can be accessed at www.polymercomplyeurope.eu/pce-services/eupc-surveys-use-rpm-plastics-converters. All participants will receive the full report on the results free of charge in November 2020.

Oil prices threaten recycled plastics market

A drop in oil prices has made virgin plastics cheaper than the recycled equivalent. This article looks at how lockdowns across the world have pushed down oil prices, and threaten the business of recycling.

More here: <https://bit.ly/33Tr8l6>



Packaging & COVID-19

European intellectual property firm Withers & Rogers consider the implications of COVID-19 for packaging. Use of single-use plastics has increased, as has demand for cardboard packaging due to higher levels of online purchases. They find that consumers are prioritising hygiene over design features. More here: <https://bit.ly/35XTUtl>

Survey: consumers prefer paper

The Two Sides European Packaging Preferences 2020 study has found that paper/cardboard is the preferred packaging material of consumers. Shoppers believe it is the most environmentally friendly material, in terms of recyclability, and they also find it the most practical and cost effective. More here: <https://bit.ly/3kFP4p5>



FoodDrinkEurope economic bulletin

The bulletin shows that in Q1 2020, the food and retail industry saw a slight increase in production, turnover, and retail trade. Read it in full here <https://bit.ly/2RUjKXh>