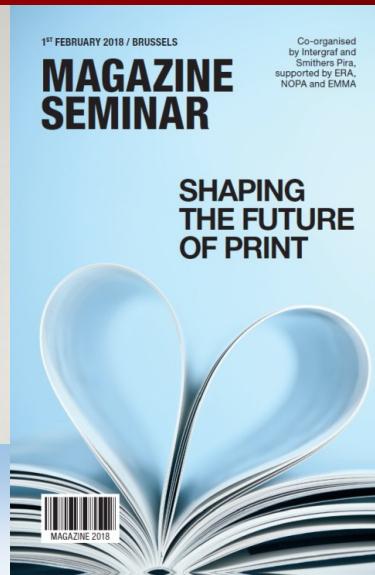


Newsflash



Dr. Sean Smyth
Smithers Pira
Magazine Market Study



Sean Smyth interview: shaping the future of the magazine market

Dr. Sean Smyth, Print Consultant at market research firm Smithers Pira and printing industry expert, discusses the magazine market in Europe with Intergraf in an exclusive interview. Contact Alison Grace for more information about our Magazine Seminar 2018, at which Sean will present:
agrace@intergraf.eu.

What are the benefits for Smithers Pira of working with Intergraf?

Smithers Pira is the worldwide authority on packaging, paper and print industry. We publish leading

market studies and offer market consultancy and testing for the security printing industry—helping them with strategic planning and looking at potential market opportunities, etc.

Working with leading associations like Intergraf is enormously beneficial in our mission to keep on top of industry trends and to help the industry to grow. Partnering on important industry events like the Magazine Seminar allows us to share our deep industry knowledge and connect with all of the leading players across the value chain.

What is your background and what do you do at Smithers Pira?

I am a print “Techie”, having held various positions at large and small printing companies, helping them use the appropriate technologies to make money. At Smithers Pira I act as an analyst to develop our market sizing and then determine the implications for organisations across the print and packaging supply chains. This involves authoring some Smithers Pira Reports, including the flagship “The Future of Global Print to 2022” which

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(Continued) Sean Smyth interview: shaping the future of the magazine market

"Printed magazines remain a major market [...] but the physical printed copy is under pressure"

Sean Smyth



will be published at the end of 2017 – it will also provide the base data we are looking at in our presentation in February.

What are the challenges facing the magazine sector?

Printed magazines remain a major market, for consumer titles, business to business trade magazines and even in Scientific, Technical and Medical sectors. There are newspaper supplements and many specialist titles, but the physical printed copy is under pressure. Publishers need to make the content relevant and timely to encourage consumers to buy magazines. There is always cost pressure, with paper, printing and distribution all large cost components for publishers. The pressure for cost reduction is putting major pressure onto printers – in Europe there have been many casualties putting the supply chain at risk when print groups fail, such as Polestar in the UK.

What are the opportunities?

Good content, relevant to readers is still successful, with some titles doing very well, while others fail. It was always this way, but in 2017 the printed version is competing with other media channels for consumer time and attention. Publishers are finding new ways to engage with consumers and deliver advertising channels – there are tie-ups with TV, film and celebrities, while co-branding is still popular. We are seeing magazine type catalogues – "Magalogues" being developed. To encourage readership publishers are exploring new formats and eye-catching colours and effects on covers.

What are the most crucial future trends?

The biggest is the changing consumer prefer-

ences, with many individuals moving away from physical printed copies to consume electronic versions. This is making magazine publishers examine their business models, identifying other sources of revenue than the traditional advertising and cover price sources. Most titles have websites, providing new content and user experiences alongside reading a magazine.

What advice do you have for magazine printers?

The sector is extremely competitive (over 35 UK production units have closed since 2000) so printers need to maximise their efficiencies, using the most appropriate technology. Workflow automation is critical, helping customers deliver their content ever closer to the on-sale date and making it easy to change pagination late in the schedule. Gravure, heatset and sheetfed litho are being joined by high speed inkjet to allow personalisation and versioning. There are opportunities to add value for printers, with more colours and special effects, interesting binding including selective versioning, handling subscriptions and managing content for example.

What will you be speaking about at Magazine Seminar 2018?

All of the above, sharing the results of a research programme being undertaken now, exploring the strategies of both print suppliers and publishers.

Is there anything you would like to add?

Magazine publishing has a great future, with print remaining the major channel for many years, it represents the biggest revenue opportunity but no longer the sole one. New printing technologies can help publishers attract and retain readers, so there is reason for optimism!

"Publishers need to make the content relevant and timely to make consumers buy magazines"

Sean Smyth

Dale Wallis: Intergraf's New Steering Committee Chair



Intergraf's Steering Committee has a new Chair: Dale Wallis, representative of Intergraf's UK member association the [BPIF](#) (British Printing Industries Federation). He takes over from Fons Bakkes of The Netherlands.

Dale has been Membership Director at the BPIF since 2006 and has worked with Intergraf since 2002, when he first joined both the BPIF and Intergraf's Environmental Working Party. After sitting on the SC since 2013, Dale has an excellent understanding of how Intergraf's member associations implement EU legislation and how they support their members.

"As Chairman of the Steering Committee I would like to take the group's work to a new level; working more collaboratively, as well as more closely, on European issues and projects so best practices in individual countries become European best practices", explained Dale. "I am sure that with the wealth of experience and enthusiasm in the Steering Committee we can develop something great between us that will support our members for the foreseeable future".

The Steering Committee plays a crucial role in Intergraf's work: putting into practice strategic decisions made by the Board. We're very happy to welcome Dale as Intergraf's new SC Chair and wish him a lot of success in this new role.

"During my time as chairman I would like to see a Blueprint for future skills for the industry, and a project to provide a toolbox of ideas, collateral and support mechanisms to encourage young people into our industry."

Dale Wallis



European Commission proposes draft best available techniques and related emission limit value for printing

The STS BREF (Best Available Techniques Reference Document on Surface Treatment using Organic Solvents) is currently under review. An important aspect of this is that BREFs used to be guidance documents for permitting authorities and they will now become legally binding.

The STS BREF provides the operating conditions and emission limit values for large industrial users of solvents. Printing companies consuming more than 200 tonnes/year of solvents that are in the scope of the legislation; these include large heatset weboffset plants, publication gravure printing plants as well as flexible packaging and packaging gravure printing plants. The document also covers other solvent using industries like car painting, coil coating, winding wire or metal packaging.

In this review process, Intergraf advocates for reasonable and workable conditions for heatset

weboffset printers by proposing an easy model for the annual solvent balance, inclusive of sector-specific emission factors and emission limit values which allow the presence of low-volatility VOC in cleaning agents for automatic washing, the use of isopropanol in dampening solutions in modest amounts and the use of volatile cleaning agents for manual cleaning, also in modest amounts.

The review process has reached a key milestone with the publication by the European Commission of the first draft. Industry can comment on the proposed Best Available Techniques (BATs) and related emission limit values (BAT-AELs) by mid-December. Companies that fall under the scope of the BREF can still influence the process by getting in contact with Intergraf.

Contact Laetitia Reynaud for more information: lreynaud@intergraf.eu.

FTA Europe announces Diamond Awards 2018



FTA Europe, the association representing flexographic printers in Europe, has announced the date for a second edition of the Diamond Awards to celebrate the best in flexo printing. The ceremony will be held on Wednesday 30th May 2018, during the Print4All fair, at the Hotel Barceló in Milan, Italy.

Following national-level awards, those winning first place—approximately 120 companies—will automatically be entered into the European level competition. Some new categories have been added since the last edition in 2016 so more companies have the opportunity to achieve recognition for their products.

Registrations for the event are now open, with different types of sponsorship opportunities available to companies. Contact Luca Conti for more information lconti@fta-europe.eu.

As well as the Diamond Awards, the Flexo Best Practice Tool Box—a project aiming to collect and retain industry knowledge—has also made progress in recent months. The FTA Europe Technical Committee has drafted the first chapters of the Toolbox and work will continue during the upcoming months with the support of flexo companies already involved. For any other companies who would like to support the project contact Luca Conti.

Security Printers conference registrations now open!



"Continuously growing, Intergraf's Security Printers connects technological innovators and institutional end users since 1976"

www.securityprinters.org

Registrations are now open for Intergraf's *Security Printers, International Conference & Exhibition*, 21-23 March in Dublin. Over 800 representatives from governments, central banks, law enforcement, security printers and suppliers and postal authorities from all over the world will attend. Neutrality and objectivity is guaranteed as the event is not sponsored and does not have a commercial objective.

The Dublin edition of this event will again offer delegates the opportunity to meet all the leading industry stakeholders under one roof. With over 100 booths, the exhibition floor will be the place to explore the latest developments in both

banknote and identity technology, and to find the right solutions to challenges faced.

Thought-leaders will deliver hours of learning in moderated and interactive sessions addressing the main issues security printing faces in today's fast-changing world. They will talk openly and honestly about a range of topics including authentication, procurement, counterfeiting, best practices and sharing approaches—what worked, what didn't, and lessons learned.

Like others before it, the event will be of value as delegates return to the office and beyond.

For more information: Simona Barbulescu, sbarbulescu@intergraf.eu.

Does digital's difficult year mark a turning point for print?



Dale Simonsen, Setting up for lamination, flickr

2017 potentially marks a shift in attitudes back towards print. It is clear that digital advertising "continues to drive global growth", but it has been highlighted by marketing experts of late that innovative print campaigns have the power to tangibly enhance companies' return on investment, offering benefits and allaying common concerns with digital campaigns.

Research suggests, for example, that "print advertising can boost the wider ROI of a multimedia campaign", raising trust and brand preference among targeted consumers. This is also true for newspapers. "UK trade body Newsworks estimates that newspapers make TV

twice as effective and online display four times more effective".

According to Print Power, senior marketers are "demanding better metrics and more transparency, questioning the effectiveness of digital media and even wondering if they have over-invested at the expense of other mediums". Although print advertising will not return to the same levels as before the digital revolution, print undoubtedly continues to offer great opportunities for advertisers to increase their ROI. Printers can take advantage of this in integrated campaigns.

Source: Ulbe Jelluma, [Print Power](#).

"The reality is that in 2017 the bloom came off the rose for digital media"

Marc Pritchard,
Chief Marketing
Officer at P&G

EPRC Awards celebrate best practices in paper recycling



CEPI, flickr: www.flickr.com/photos/cepiindustry/sets/72.157687292098291/

On 18th October the European Paper Recycling Awards took place at the European Parliament in Brussels. The bi-annual award ceremony, organised by the European Paper Recycling Council ([EPRC](#)), recognises best practices in paper recycling, rewarding the best, brightest and most innovative paper recycling products from across the continent. This year's ceremony was jointly hosted by MEP Ms. Simona Bonafè (Italy), Rapporteur of the Circular Economy dossier, and Ms. Inés Ayala Sender (Spain).

Each year there are two main award categories, with eligible projects, initiatives or campaigns

evaluated based on their (1) relevance and originality, (2) achievements, (3) possibility to reproduce the project, and (4) cost-effectiveness. The award categories are: Information & Education and Innovative Technologies/R&D.

Awards were given to [Asapel's Blue Birdies](#) project in the Information and Education category and to [Favini's Remake](#) project in Innovative Technologies and R&D. Asapel is a Spanish pulp & paper association who's project raised awareness of paper collection in Spain, while packaging producer Favini's project involved using recycled leather to produce paper.

See the EPRC's full press release [here](#).

"Today's winners are the pioneers that are paving the way the European paper recycling value chain is advancing paper recycling to the next level"

Lisa Kretschmann,
Chairperson of the
EPRC



Erasmus+

EU skills project call published for graphical sector

"The aim [of the Blueprint] is to develop concrete actions to satisfy short and medium term skills needs to support the overall sectoral strategy"

European Commission

An Erasmus+ [call for projects](#) has been published for the paper value chain (including print): the *Blueprint for sectoral cooperation on skills*. The successful project undertaken as a result of this call will be part of the EU's New Skills Agenda for Europe. Projects will be awarded €4m for a 4 year duration and will design a sectoral skills strategy to address skills needs in the paper value chain.

Blueprint projects will build on previous work to combat skills mismatches in the industry, enabling future skills demands to be better met. In the case of the paper and paper-based printing sector, this past work includes the two skills projects coordinated by Intergraf in recent years ([2010](#) and [2014](#)), and the recently completed [future skills project](#) of CEPI (Confederation of European Paper Industries). All of these projects were completed in tandem with the relevant trade union social partner counterparts: UNI Europa Graphical and IndustriAll.

A Blueprint project will build on the findings of these three past projects, before designing a wider sectoral skills strategy to help match the demand and supply of skills—identifying priorities and milestones for action to develop concrete solutions to common problems. The final step of Blueprint projects will be the

rollout of the strategy to national and regional levels.

Although Blueprint projects will be financed by Erasmus+, there are opportunities to complete related work using other, complementary, funding streams. One such project call is reportedly due to be published under the COSME programme, Europe's funding body for SMEs. This project will be shorter (12-18 months) and more analytical than the Blueprint, but it is expected that it will make up some of the Blueprint's work packages to allow both skills projects to run alongside one another.

Details of the Blueprint call can be found in Erasmus+'s [Programme Guide](#) (from p. 136) and Intergraf can also be contacted for more information. The COSME call has not yet been published so Intergraf is not yet in a position to elaborate on its exact specifications. When the COSME call has also been published, we will transmit more information to you. Next steps for Blueprint and COSME projects will be for interested parties to build a consortium and submit project proposals for review.

For more information about the Blueprint you can refer to the Commission's [website](#). For further information about this or the COSME call contact Alison Grace: agrace@intergraf.eu.

If you have a story for Newsflash let us know!
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Events calendar

November 9th	2017	Intergraf Steering Committee meeting
November 21st	2017	Intergraf Board meeting
February 1st	2018	Magazine Seminar 2018: Shaping the Future of Print

Factsheets

Will be displayed here when new or updated

To access Factsheets, Intergraf members can log into the [Members' Area](#) of our website, using the login details provided to you. Factsheets are stored in "Folder → Factsheets". Non-members can contact Alison Grace for more information, agrace@intergraf.eu.



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