

## Newsflash

March, 2018

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### Magazine Seminar 2018: "There's strong value for print if you do it in the right way"

Sixty-five experts from the printing, publishing and related industries arrived in Brussels on 1st February to shape the future of print at Intergraf and Smithers Pira's Magazine Seminar 2018. The event went off without a hitch, with speakers and delegates alike expressing their satisfaction.

Intergraf organises sector-specific seminars regularly in order to focus on different niche areas of the printing industry. The aim is to showcase these niche markets and facilitate discussion about the future of that sector with experts from all over Europe. Alongside magazines, in the past we have focused on book printing and direct mail.

The next 'Shaping the Future of Print' seminar will focus on flexographic printing. More information about this event will be communicated in due course.

Our European Magazine Market Report 2018 will soon be made available to all seminar participants and Intergraf members. The final report will include Smithers Pira's market research, a round-up of the seminar's conclusions and results of an industry SWOT Analysis outlining strengths, weaknesses, opportunities and threats within the sector.

For more information about the magazine seminar, you can refer to our [website](#), [press release](#) and/or [photo gallery](#).

*"Great speakers, good and encouraging insights in terms of the benefits of digital for print media; and a perfect networking opportunity with the print world across Europe in a professional and enjoyable setting. Great experience, I'll be back!"*

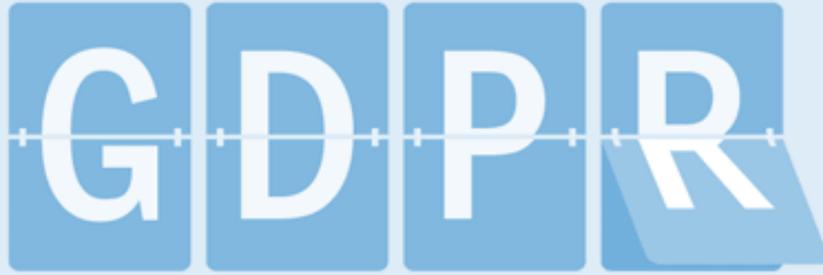


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*“In today's world, the way we handle data will determine to a large extent our economic future and personal safety. We need modern rules to respond to new risks, so we call on EU governments, authorities and businesses to use the remaining time efficiently and fulfil their roles in the preparations for the big day.”*

Věra Jourová,  
Commissioner for  
Justice, Consumers &  
Gender Equality

## Commission publishes guidance on GDPR



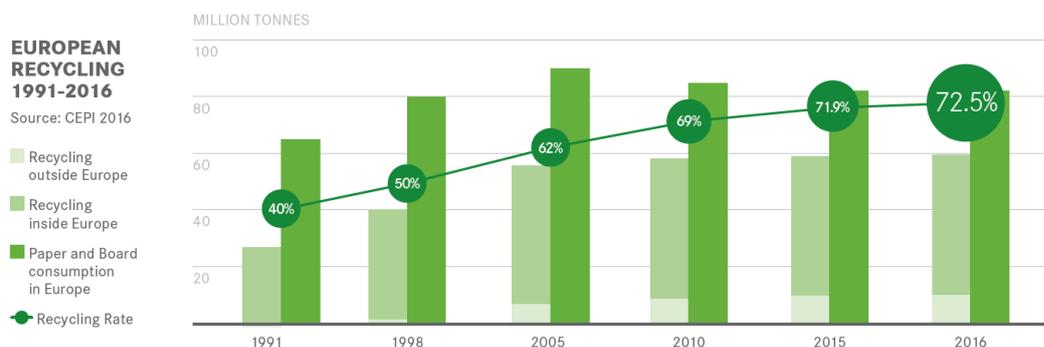
On 25th May, 85 days from today, the European General Data Protection regulation (GDPR) will be applied, with companies and individuals across Europe expected to be in full compliance by this time.

It has recently been reported that “only 26% of European companies are fully GDPR-compliant, with research suggesting many are taking a piecemeal approach, focusing too heavily on IT to meet requirements” (B2B Marketing quoted in FEPE news). Certain printers (i.e. those producing direct mail) will be more affected than others by the GDPR, although the Regulation will affect all companies.

To help companies become and remain compliant, the Commission has published guidance on the GDPR. You can consult this guidance on the [Commission's website](#). Intergraf members are providing active support to printers at national level. Intergraf has also published a ‘Guide to the GDPR’. Contact Laetitia Reynaud ([lreynaud@intergraf.eu](mailto:lreynaud@intergraf.eu)) for information on how you can access this report. There is more information about what it contains—and the GDPR's opportunities for printers—on [our website](#).

For more information see the Commission's [press release](#).

## EPRC report finds paper recycling in Europe is increasing



*“We continue to make progress in elevating Europe's recycling rate, but we must not remain complacent.”*

Ulrich Leberle,  
Secretary of the  
EPRC and Raw  
Materials Director  
at CEPI

The European Paper Recycling Council (EPRC), of which Intergraf is a member, has reported that Europe is on track to meeting its commitment of 74% paper recycling rate by 2020.

Every year the EPRC releases a Monitoring Report, commenting on progress being made with regard to paper recycling in Europe. The latest publication—Monitoring Report 2016 of the European Declaration on Paper Recycling 2015-2020—shows that the most up-to-date figure is 72.5%. It also shows that there have been positive developments regionally, with the number of countries with rates below 60%

dropping to just nine. Seventeen countries now have recycling rates exceeding 70%.

Lisa Kretschmann, Chairperson of the EPRC and Managing Director of FEPE, the European Federation of Envelope Manufacturers, stated that *“The monitoring report is an example of the value chain's commitment to review and meet its promises. This year's findings demonstrate that we are both serious about our product's ecodesign and ensuring collected paper re-enters the paper recycling loop.”*

You can download the full Monitoring Report [here](#). For further information, refer to the EPRC's [press release](#) and/or [website](#).



## European Social Dialogue and policy in 2018 and beyond

As the European social partner representing employers in the graphical sector since 2013, Intergraf meets regularly with our trade union counterpart UNI Europa Graphical and the European Commission for social dialogue discussions. These meetings focus predominantly on skills and education in order to help prepare the sector for future skills needs. At a recent Steering Group, the following meetings were agreed for 2018: (1) Plenary on 17th September and (2) Working Group on 26th November.

The Social Dialogue Committee's most recent Work Programme runs from 2016-2018. Consequently, a new agreement will be drafted over the coming months to ensure the continuance of our sector's social dialogue. A new Work Programme is foreseen to be adopted at the Plenary. As well as drafting a new Work Programme, the Committee is currently also working on a Joint Position on Skills. Intergraf and UNI Europa Graphical are both dedicated to addressing skills gaps in the graphical sector and aim with this agreement to collectively urge the Commission to offer the necessary support. This Position will be presented to you once finalised.

Alongside engaging in social dialogue, Intergraf also monitors related EU social policy. In January 2018, the Commission adopted new measures to "boost key competences and digital skills, as well as the European dimension of education". This 'Education Package' consists of three initiatives:

1. **A Council Recommendation on Key Competences for Lifelong Learning:** Brings forward important updates reflecting the rapid evolution of teaching and learning,

providing guidance to Member States to help improve education systems.

2. **A Digital Education Action Plan:** Outlines how the EU can help people, educational institutions and education systems better adapt to life and work in an age of digital change.
3. **A Council Recommendation on common values, inclusive education and the European dimension of teaching:** Proposes ways in which education can help young people understand the importance of and adhere to common values set out in Article 2 of the Treaty of the European Union. It promotes the teaching of European values, strengthening of social cohesion and fighting of populism via programmes such as the e-Twinning network and Erasmus+ programme.

For more information about the Education Package you can refer to the Commission's [press release](#).

Overall, European employment, social affairs and equal opportunities policies aim to improve living conditions by promoting employment, sustainable growth and social cohesion. In 2017, the European Pillar of Social Rights was adopted, shining a brighter light on social affairs in Europe. You can read more about the four main initiatives falling under the Pillar on the [Commission's website](#):

1. New Start to support work-life balance for parents and carers;
2. Access to social protection;
3. Written Statement Directive;
4. Working Time Directive.

*"The digital skills gap is real. While already 90% of future jobs require some level of digital literacy, 44% of Europeans lack basic digital skills.*

Mariya Gabriel, EU Commissioner for The Digital Economy & Society

*"The Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. These values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail."*

Article 2 of the Treaty of the EU

*“Illegal logging blemishes the reputation of the European print value chain. The European Union should ensure that all printed products on the European market are safe from illegal logging regardless of their origin.”*

Laetitia Reynaud,  
Policy Advisor at  
Intergraf

## Public consultation launched on EU Timber Regulation



For several years, Intergraf has been advocating for the extension of the scope of the EU Timber Regulation to prevent the imports of printed products of a lower environmental standard.

On 29 January, the European Commission launched a public consultation running until 24 April 2018. This is the first step towards a possible legislative review of the scope. European printers are covered by the Regulation for the paper substrate they purchase. In contrast, imported printed products fall outside the scope and can originate from illegally harvested forests. Intergraf has assessed that more than € 1.35

billion worth of printed products entering the European market may be from an unsafe origin. Intergraf will contribute to the consultation, telling the European regulator that the extension of the scope will restore faire competition, close the current environmental loophole and secure the reputation of printed products in Europe.

Intergraf calls on the industry to mobilise and largely participate to the consultation. We are happy to share detailed arguments and data on this matter. The consultation is available in 23 languages [here](#).

Please contact Laetitia Reynaud for more information: [lreynaud@intergraf.eu](mailto:lreynaud@intergraf.eu).

## Reasons why creatives should work with pen and paper



*“The bottom line: almost everyone in our business seems to own a Moleskine notebook. Try putting them to use for something more important than meeting notes. You might just find that your work gets better.”*

John Long, The  
Drum

Journalist John Long’s “modest proposal to creatives: the next time you get a new brief, start the work by hand, on paper”. 10 reasons why:

1. Digital is distracting: “Creative thinking happens when the mind has time to wander—when you’re a bit bored”.
2. Writing by hand stimulates your brain: “[An Indiana University study](#) found that freehand writing stimulates the brain in three distinct areas that typing doesn’t”.
3. Writing and drawing by hand slows you down—in a good way: “Excellence still takes time and focus”.
4. Writing by hand enhances learning: “Researches at Princeton and UCLA [found that](#) students learn better when taking notes by hand, partially because of what scientists refer to as “concept mapping”.
5. When you write by hand you *actually* produce more ideas.
6. Scribbling is fun.
7. Writing by hand makes you smarter.
8. Paper doesn’t have a “delete” button.
9. It’s easy to fall into patterns in digital.
10. The greatest advertising campaigns in history were created that way.

Source: [TheDrum](#)

## Price increases put pressure on European printers



Sharp paper price increases have been registered at the beginning of 2018 on most graphic paper grades and markets.

Capacity reductions increasing exports to Asia, as well as a shortage of supercalendered paper, has increased demand for newsprint and allowed paper producers to increase their prices by € 40-50 per tonne, according to RISI in early 2018.

Magazine paper prices have also increased. In the last quarter of 2017, paper mills announced a 10% increase on supercalendered paper and 6-8% on lightweight coated paper due to decreasing capacities.

In early 2018, ink manufacturers also

announced price increases, effective from 1st March 2018. The Flint Group will implement an increase of up to 9% on offset and publication gravure inks and Sun Chemical will also increase its products at a similar level. The Flint Group argue that increases are due to raw material suppliers needing to adhere to stricter environmental standards as well as some suppliers consolidating and focusing on more attractive industries.

More information is available from Laetitia Reynaud: [lreynaud@intergraf.eu](mailto:lreynaud@intergraf.eu).

*"The high levels of raw material costs are unprecedented and as a result make it necessary for us to keep our ink prices under review."*

Felipe Mellado,  
Chief Marketing  
Officer at Sun  
Chemical

## "E-books are stupid" says CEO of publisher Hachette Livre



Arnaud Nourry, CEO of Hachette Livre—one of the world's largest book publishers—has described e-books as a "stupid product" in an [interview with Scroll.in](#) because there is "no enhancement [on top of printed books], no real digital experience". Many digital adaptations of analogue products have added something to the consumer experience. According to Nourry, the same cannot be said for e-books because the e-product is "exactly the same as print, except it's electronic".

The lack of creativity and flexibility of e-readers could very well be an important contributor to the (slightly) declining e-book market—made

particularly clear by UK and US sales. While it has not been suggested that the market will disappear, Nourry does contend that this decline is "not going to reverse".

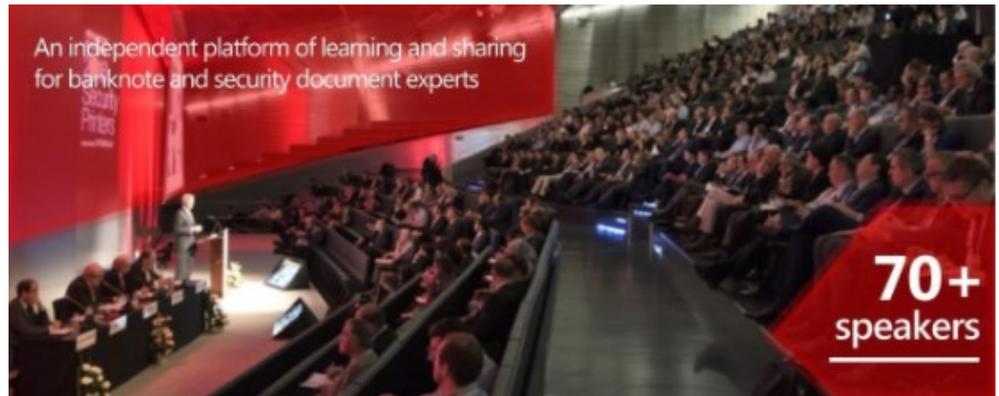
The Hachette Livre Group is not against e-books. They do, however, support publishers retaining price control over their own products—i.e. not ceding it to Amazon. Hachette took on Amazon about this issue and won. Retaining price control, Nourry argues, ensures that e-books are sold for a price (about 40% lower than printed books) that maintains the current ecosystem, protects publishers' turnover and in turn safeguards book seller and author revenues.

*"It's the limit of the ebook format. The ebook is a stupid product. It is exactly the same as print, except it's electronic. There is no creativity, no enhancement, no real digital experience."*

Arnaud Nourry,  
Chief Executive of  
Hachette Livre

*“Security Printers is a very good conference where a lot of people from around the world keep coming: professionals in ID documents and banknotes. For us, this is the right type of attendance. They are either our direct customers or people that can recommend our products.”*

Hugues Souparis, President of Surys, France



## Intergraf’s Security Printers team look forward to an exciting event in Dublin

Intergraf’s 18-monthly ‘Security Printers International Conference & Exhibition’ takes place in Dublin, Ireland on 21-23 March. This will be the 29th occurrence of Intergraf’s security printing team’s flagship event, which has been 40 years in the making.

Registrations for the event are now closed, with over 800 experts from 350 organisations in the global banknote and ID document sector due to attend. At this year’s event, there will be over 100 exhibitors and 70 high-level speakers. Exhibitors, speakers and delegates cover every aspect of the security printing industry—from printers and suppliers to government authorities, banknote issuing

authorities and law enforcement. This comprehensiveness makes the event a not-to-be-missed experience for banknote and ID document professionals from all over the world.

This year’s conference includes a keynote speech from Dr. Mary Aiken, Cyberpsychologist and Academic Advisor to Europol’s European Cybercrime Centre (EC3), as well as speakers addressing such topics as counterfeiting and fraud, authentication, procurement, travel documents, new trends and best practices—and much more.

For more information, visit the event’s [website](#), or contact Simona Barbulescu: [sbarbulescu@intergraf.eu](mailto:sbarbulescu@intergraf.eu).

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

March 6	2018	Intergraf Environment Working Group, Brussels
March 29	2018	Intergraf Economics & Statistics Working Group, Brussels
April 17	2018	Intergraf Board Meeting, Brussels
May 31	2018	Intergraf Board & Steering Committee Meeting, Milan
May 31	2018	Intergraf General Assembly, Milan
June 1	2018	Print Matters for the Future Conference, Milan
September 3-4	2018	Intergraf Directors Conference, Vilnius
September 11	2018	Intergraf Board Meeting, Brussels
September 17	2018	Social Dialogue Plenary, Brussels
November 13	2018	Intergraf Board Meeting, Brussels
November 26	2018	Social Dialogue Working Group Meeting, Brussels

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](mailto:agrace@intergraf.eu).



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