

January  
2020

INTERGRAF



## LOOKING TO 2020 AND REFLECTIONS ON 2019: A YEAR OF POLITICAL CHANGE AND OPPORTUNITY

2019 started with the introduction of our new logo which led the way to a modernisation of our look and our publications.

With the elections of the new European Parliament, we took up the challenge of introducing our sector to the newly elected members of the European Parliament (MEPs). They were targeted with a pre-election message on how effective print is for elections. Once in office, they received short and concise messages on the importance of our industry for everyday life. This led to first contacts with MEPs that will be further intensified over the coming years. The eRead results proved that reading in print is vital for comprehension, memory and critical thinking. Presenting these findings to MEPs and European Commission officials proved effective and created further opportunities for collaboration with the EU institutions.

In October, Intergraf's SecurityPrinters conference, Banknotes+Identity, was once more a huge success. Held in Copenhagen, 90 speakers and 850 delegates convened to discuss the latest developments in this fast moving sector.

Developments at national level also kept us busy as all eyes were on the

Netherlands to support KVG in their fight against an opt-in for unaddressed mail. With similar attempts by governments in other countries, we see this topic increasing in importance over the next years. Environment will be one of the key areas that the new Commission, which took office in November, will look at under the "Green Deal". For the printing industry one important piece of legislation on emissions and solvents is currently being finalised. We also expect in 2020 a proposal for a Regulation on inks on food contact materials. Intergraf will help its members with guidance documents on these topics.

Intergraf also secured EU funding for a project aimed at identifying skills shortages and mis-matches and developing solutions to these issues - for now and in the future. The project begins in February.

Intergraf will celebrate its 90th anniversary in 2020. A reception on 19 February in Brussels will be the occasion to meet Intergraf members, printers and our colleagues from across the print value chain. ■



# A NEW EUROPEAN GREEN DEAL: STRATEGIC APPROACH AND WHAT IT MEANS FOR THE PRINTING INDUSTRY

The circular economy remains a priority for the new European Commission. In March 2020, it will adopt a new Circular Economy Action Plan which the Commission is linking to the future EU industrial strategy, also to be presented in March 2020. A key aim will be to stimulate the development of “lead markets” for climate neutral and circular products. The European Commission will request the mobilisation of all sectors and value chains.

The new European Commission continues to focus on plastics. In addition to the implementation of measures on single use plastics, the Commission will address intentionally added microplastics and unintentionally released plastics. On microplastics, ink suppliers confirmed that certain printing inks and varnishes (especially water-based) do include polymer dispersions or solutions but no plastic microparticles are released from the solid film, which is formed during drying or from the inks or varnish.

A regulatory framework will also be developed for biodegradable and bio-based plastics.

The new Commission will develop requirements to ensure that all packaging placed in the EU market is reusable or recyclable in an economically viable manner by 2030. New targets and measures are also foreseen to tackle over-packaging.

A ‘sustainable products’ policy has been announced. Legal requirements will be considered to boost the market of secondary raw materials with mandatory recycled content (including for

packaging).

Extended producer responsibility will also be strengthened, incentivising producers to consider the eco-design of their products.

The Commission will tackle false “green” claims. Green claims will have to be substantiated against a standard methodology. An ‘electronic product passport’ is being considered, it would provide the origin, composition and end-of-life handling of the product.

The Commission will also assess the need for more transparency on the environmental impact of electronic communication services. (For more information please refer to article on page 6).

A new EU forest strategy will be presented in 2020 and promote the services that forests provide. It will address biodiversity. The Commission will also take measures to promote imported products and value chains that do not involve deforestation and forest degradation – this commitment will support our advocacy for the inclusion of printed products in the EU Timber Regulation.

The new Commission is aiming to achieve climate neutrality by 2050. It will present the first European ‘climate law’ by March 2020. It aims at ensuring that all sectors play their part in realising this goal. A carbon border adjustment mechanism will also be proposed, where the price of imports reflects their carbon content. The European Commission is prioritising energy efficiency, particularly decarbonisation. Enhancing

the energy efficiency of plant buildings will be part of this. The European Commission will aim to secure an affordable EU energy supply for businesses and at the same time ensure that it is based largely on renewable sources.

The Commission will adopt a zero pollution action plan for air, water and soil in 2021. It will review the measures to address pollution from large industrial installations also in 2021. For printing, new environmental requirements for large heatset, gravure and flexo printing plants will be adopted in 2020 and applicable as of 2024. The Commission will also present a chemicals strategy for sustainability in summer 2020. It will address endocrine disruptors, hazardous chemicals in products including imports, combination effects of different chemicals and very persistent chemicals.

The new Commission will continue the work on the taxonomy for classifying environmentally sustainable activities. It will ensure that companies focus less on short-term financial performance and more on long-term development and sustainability aspects. The non-financial reporting Directive will be reviewed in 2020 to increase companies’ disclosure on climate and environmental data.

The Commission will also propose a Just Transition Mechanism, including a Just Transition Fund, which will focus on the regions and sectors that are most affected by the transition.

For more please read [here](#). ■



## TOP FIVE PAPER-BASED PACKAGING INNOVATIONS FOR 2019 IDENTIFIED BY TWO SIDES

New packaging designs, especially designed to be more sustainable, were launched last year. Meet the top 5 innovations.

Some of the most sustainable and eco-friendly packaging designs were introduced in 2019.

A renewable paperboard tube for cosmetics packaging alternative to plastic tubes has been introduced by Stora Enso.

A food packaging with absorption technology to protect against aromas and possible migration of substances is being developed by Smurfit Kappa and Mitsubishi HiTech Paper.

Nestle Japan has made further progress in paper packaging and has launched a new paper packaging for its KitKat chocolate bar. The packaging transforms into an origami crane, the symbol of hope and healing.

StixFrech has launched a sticker that inhibits bacterial growth in fruit and keeps them fresh for up to 2 weeks longer.

For more information please read [here](#). ■

## HOW TO MAKE PRINT GREAT AGAIN

Grafkom in cooperation with NOPA have published a short analysis of how to revitalise print in a declining industry, mainly due to its digitalisation.

Here are eight recommendations on how to move the European printing industry forward.

1. Savings through automation of workflows and production;
2. Utilise smart software that analyses your efficiency and productivity;
3. Join totally new business segments, such as packaging;
4. Start a cooperation project in a new way up and/or down the value chain;
5. Actively increase your market size, as an example get marketers to believe in print again;
6. Actively educate people of the environmentally healthy power of print;
7. Standardising;
8. Cut > 10 % of waste, warehouse or fixed costs.

For more information go [here](#). ■



## MEET MIGUEL DELCOUR, THE CHIEF EXECUTIVE OF KVGO

Intergraf had the opportunity to have a conversation with Miguel Delcour, who is in charge of managing the Dutch Printing Association (KVGO) since February 2019.



### **W**hat is your position at KVGO?

Chief Executive, although I rather use Head of Side Issues.

### **W**hat is your professional background?

I am the fourth generation in a family of bookbinders. I have studied printing techniques and allied trades, and later Industrial Engineering/Graphic Management. After my internship in China and graduation in the newspaper business, I decided to crown my study career with a Master of Science in Business Administration focussing on Strategic Management.

As my father sold the family business at the right time, my options were not solely limited to the printing industry. I worked at a consulting firm learning the intricacies of management and consulting. From 2005 up to the beginning of 2019 I worked as independent firm simplifier and interim-manager for all types of businesses, also print-related.

The moment I saw the vacancy for a new Chief Executive for KVGO I knew this was a good time to switch from self-employed to a permanent job. Although the market for interim managers was growing at that time, the silent call of my ancestors was clear. Here I am, back to my roots to help renew the Dutch association in the printing industry.

### **W**hat are your biggest three challenges as head of KVGO?

KVGO, just like the industry, had to dwindle a lot the previous ten years, leaving little space for progressive strategies, renewal of products and services and/or the implementation of a flexible organisation structure. Due to this, KVGO's image in the industry suffered, as it shifted from a necessity for all business owners to an expensive old and dusty organisation.

First, we need to rebuild the image and the position in the market for current and potential members, and for organisations within the same field. After that we can take the organisation to a new level -3.0- in which we have a progressive strategy, state of the art products and services which match the industry needs and are organised optimally for our members.

### **Y**ou are also joining Intergraf's Steering Committee. What would you like to achieve in your role as a Member?

My goal is to join forces with others wherever it is possible, so that we can strengthen our common goals, learn from each other and advance on subjects of common interest in order to prevent us all re-inventing the wheel at national level.

### **H**ow do you see the printing industry evolving in the Netherlands (In Europe?)

#### **W**hat are the challenges?

The market will keep shrinking for a while. Therefore maintaining a

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profitable niche-market remains a real challenge. Bulk orders will almost exclusively be about efficiency through further price pressure. At the same time, we have a major problem with the ageing workforce in the industry and the influx of new graphical specialists which has dropped nearly to zero.

The use of paper is (unfairly) under attack, which means that the delivery of printed matter is limited at many levels within our society.

A good paper-lobby is missing, both in the Netherlands and in Europe. We are still fighting with facts against this perception and it does not work; a good alternative approach is hard to come up with and by now it is almost too little too late.

### What are the opportunities?

I really think that the first thing we need to do is to join forces and prevent the unfair treatment of paper, be(come) proud of our products and show the world what we can do. Also, it is important that we continue to create products that have an added value for our clients, society, the environment, education, news and information disclosure, for security purposes, commercial usage, marketing and sales possibilities, etc.

If we succeed in that, the industry will find the way up again, the creativity will provide new opportunities, and we will be proud again to be working in our industry.

### What do you see as the most crucial future trends and technologies?

Obviously, due to new technology, more and more orders will go to digital printing. This means that the possibilities for printed products will rapidly grow. If we increase our collective creativity, in my opinion, the possibilities for the industry will be enormous.

The trends will depend strongly on the adaptation of new technology and the creativity of the industry. We are in the business of creating trends; unfortunately, we unlearned our creativity, and we forgot to be imaginative as we got stuck in our sad declining situation.

### What advice do you have for printers?

Wake up, look up, go out, hook up with the real world, embrace the changed society, be proud and show your added value for the customer instead of focusing on the printing machinery and the number of printed copies it can produce per hour. Our industry is one of the most creative industries, so be creative and come up with something special for every customer (and try to standardise what sells from a market perspective, not on the bases of 10% profit on production costs). (disclaimer, not all printers are bad, if the cap fits you, you should wear it!)

### Outside of the office, what are some of your interests and pastimes?

Work and private life are gently mixed, in my case. My hobby is working and making a contribution to the society with my work. That is why work feels like home for me. But I'm blessed with my lovely wife, an

eight-year-old princess and a six-year-old son. I really don't need a specific hobby to make it to the end of the day. I love to be there as much as possible, I write about my children in my blog ([www.delcour.nl/kids](http://www.delcour.nl/kids)) and I enjoy going out with my wife and kids to as many places as possible together, let them see the world and share all kinds of experiences with them.

### Do you have any message(s) that you would like to communicate to your European colleagues?

I think I just did already in this interview, but to be concrete: let's work together and prevent the industry from falling asleep, grumbling about the good old times of the past and fear the future.

We have a million reasons to make it, we just need the world to get Back to Paper!

### Is there anything else you would like to add?

I'm here: [m.delcour@kvgo.nl](mailto:m.delcour@kvgo.nl) | +31620946100 please feel free to share any thoughts on rebranding and rebuilding the printing industry. You are most welcome to visit our offices in the Netherlands for a cup of coffee and a good discussion about the opportunities of the industry and our associations. ■

## ENVIRONMENTAL IMPACT OF ICT

**As reported in the article on the EU Green Deal, the new Commission will be looking at the environmental impact of electronic communication services.**

**A** growing number of studies are being published on the underestimated environmental impact of the increasing use of digital products.

Mid-2019, the think tank The Shift Project reported that the greenhouse gas emissions of digital technologies could reach 8% in 2025, which corresponds to the current share of car emissions. The report shows that video flows represent 80% of the annual increase of global data flows.

A more recent study from GreenIT looks at the environmental footprint of the digital world. The study reports that there were 34 billion pieces of digital equipment in the world in 2019, which accounts for 4.1 billion users. The mass amounts to 223 million tonnes, which is the equivalent of 179 million cars. The share of digital technologies in primary electricity consumption is 5.5% and its share in greenhouse gas emissions is 3.8%.

The report looks at the different sources of impact: users, data centres and networks. The largest contributor to the environmental impact is the manufacturing of user equipment followed by power consumption of user equipment, power consumption of the network, power consumption of data centres, manufacturing of network equipment and manufacturing of equipment hosted by data centres.

The report forecasts that digital technologies will grow by a factor of 3 to 5 between 2010 and 2025. Almost 3 times as many users will use 1.5 times more equipment.

For more information the Shift Project report is available [here](#).

The GreenIT report is available [here](#). ■



### INGI OLAFSSON IS THE NEW DIRECTOR OF WAN-IFRA'S WORLD PRINTERS FORUM

**He will succeed Manfred Werfel, who retired in 2019.**

Ingi Olaffson was previously responsible for continuous education for the graphical and publishing industry in Iceland. Before that he worked as Advertising Production Manager in Morgunbladid, the most popular newspaper in Iceland.

His responsibilities include coordinating WAN-IFRA's programmes related to its print and production initiatives, and advising the members of the association in all matters related to print and production.

Ingi is based at the WAN-IFRA's headquarters in Frankfurt, Germany. ■



## PRINT STIMULATES MEMORY AND CONCENTRATION

Since the 1990s, studies have reported that print compared to paper is easier to use, drains fewer of our cognitive resources, makes retention a little easier and helps with information retention and cognitive functioning.

In 2015, American neuroscientist Dr David Eagleman carried out an experiment that found out reading on high quality coated paper stimulates memory and concentration.

The results of this study reinforce the findings of the E-READ study which was published last year and circulated by Intergraf.

The E-READ study, which brought together 54 studies with more than 170.000

participants demonstrated that comprehension of long-form informational text is stronger when reading on paper than on screens.

The study stresses, moreover, reading on print is proven to facilitate comprehension and develop critical thinking, which remains essential for the education of future European citizens. For more information please read [here](#). ■

## TRANSFORMING THE DNA OF PRINT, 3-4 March 2020

Be part of the international online print community meeting on 3-4 March 2020.

The online print symposium will address issues related to the online printing industry.

The symposium will deal with a variety of issues, from e-business print, to trend developments and knowledge about future business models of e-business print.

The online symposium will take place on 3-4 March in Munich, and the programme which is being finalised, will be published on the website [here](#). ■





## MAKE A CONNECTION THROUGH PRINTED POSTCARDS

The earliest postcard dates back 180 years to 1840. The postcard was sent to the British writer Theodore Hook who lived in London.

The ability to send an image, to someone else, remains something special. Postcards became really successful during the first two decades of the 20th century, and continue to remain strong in the market.

Marketing with postcards continues to be a successful way for businesses to connect with customers. Not only postcards are easy to print, but they are extremely versatile and can be adapted to new products and

services.

And what would Christmas be without a Christmas card?

This relates to the key themes of the “Shaping the Future of Print” conference, which will focus on challenging market trends, online-print, environmental aspects and European legislation affecting the commercial print sector.

For more information about the conference please go [here](#). ■

## Events

- 8-9 January, WPCF Conference and Board Meeting, Mumbai (IN)
- 21 January, European Paper Recycling (EPRC) Awards, Brussels (BE)
- 6 February, Social Dialogue Steering Group, Brussels (BE)
- 7 February, Intergraf Steering Committee, Brussels (BE)
- 19 February, Intergraf’s 90th Anniversary reception, Brussels (BE)
- 19 February, Intergraf Board Meeting, Brussels (BE)
- 20 February, Commercial Print Conference, Brussels (BE)
- 5 June, Print Matters for the Future, Stockholm (SE)

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