

pro carton



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PRO CARTON

Association of European Cartonboard and Carton Manufacturers

Without a doubt, cartonboard and cartons are today the most sustainable form of packaging. And sustainability is a trump card which will become the most important factor in production over the next few years.



Cartonboard and cartons also have the advantage that printing quality and converting options convey products charisma on the shelves. The branded goods industry uses cartons to actively support their products at the point of sale.

With a broad-based study we were last year able to confirm that packaging is also a significant advertising medium with multiple effects – both at the point of sale and in the home setting. It accommodates consumers' expectations in terms of communication and invites them to the Internet via digital codes such as the QR code where the consumer can discover special offers with true added value: for example, additional information, further offers, applications, user tips, fan clubs and much, much more.

This edition of our magazine offers you a selection of some of the most important Pro Carton-E-News on these topics – as a reference and for filing. It includes information on trends and valuable ideas on design, cartonboard and carton manufacturers, brand owners, the retail trade and media.

Our E-News is published in English, French, German, Italian and Spanish and is read by over 9,000 subscribers in 41 European countries. If you have not received our monthly E-News-Service you should start now. Register straight away on our website www.procarton.com/News.

Have an enjoyable read!
Yours,

Roland Rex, President Pro Carton

Marketing-Trends

10 crucial consumer trends 2013

The institute "trendwatching.com" has predicted 10 trends for the year 2013 which include interesting approaches for the design of packaging: sustainability will be an essential for the supply chain, while transparency, authenticity and globalisation will present packaging design with new challenges.



Frank Rehme, Metro

A plea for packaging

Frank Rehme, Head of Innovation Services at Metro Systems GmbH, sees shopping experience as the key for the future of the retail trade. He propagates the further development of the Shopper Experience and the emotional component of its central element: the packaging. Pro Carton interviewed him during the ECR Congress in Brussels.



Digital is out?!

Anyone using the word "digital" today could be regarded as being a yesterday person. Digital has become normality. Digital is the "New Normality" which is what Peter Hinssen tells us in his new book "The New Normal". And this has far-reaching consequences for our entire business system. Roland Rex, President of Pro Carton, remarks: "Packaging is taking on new tasks in the dialogue

with consumers. Using the various response mechanisms packaging is changing from a pure information to a dialogue medium, both at the point-of-sale and at home."

► More at www.procarton.com/news

Brands & Markets

Nestlé goes 'eggstra' mile for Easter with 100% recyclable packs

Pro Carton is pleased to announce that Nestlé has become the first major confectioner to use 100% recyclable packaging across its entire Easter egg



range. Nestlé UK & Ireland has replaced the 48 tonnes of rigid plastic used in its mug eggs with FSC approved cardboard, meaning its entire Easter collection is now recyclable. Compostable film is also being used for the windows resulting in a 30% reduction in packaging across the mug egg range.

McDonald's: Leadership for change at scale

Serving 15 million customers in Europe every day requires a lot of packaging – but the iconic packaging at McDonald's is becoming a poster child for sustainability. "We have a pioneering spirit at McDonald's", says Jacqui Macalister,



responsible for sustainability in McDonald's European Supply Chain "we want to be on the leading edge of developments". Pro Carton asked her what the McDonald's packaging team is currently focusing on...

► More at www.procarton.com/news

Design/Awards

Strategic packaging with Packvertising

"Packaging needs to act as an advertising spot on the shelf, we therefore speak of Packvertising. 80 per cent of products in supermarkets are not supported by TV, posters or ads in terms of communication.

This is where packaging has to provide the relevant and distinguishing rewards", says Dr. Christian Scheier, Managing Director, decode Marketingberatung. Pro Carton interviewed him.



Winner Beverages, Pro Carton/ECMA Award 2012: Remy Cointreau "Coeur de cognac"



Winner Confectionery, Pro Carton/ECMA Award 2012: Ferrero Deutschland "tic tac Fan-Rassel"

Creativity wherever you look: Award ceremony of the 16th Pro Carton/ECMA Award

The annual Pro Carton/ECMA Award is one of the most distinguished awards in its category, and is now in its 16th year. The award honours packaging which has proven itself on the market. For the first time, the competition was open to all partners of

the supply chain: cartonboard and carton manufacturers, designers, brand owners and the retail trade. The awards were presented on 20th September 2012 at the ECMA Congress in Copenhagen. The Carton of the Year award went to the champagne packaging Taittinger Rose Lens by Van Genechten.

► More at www.procarton.com/news



Carton of the Year, Pro Carton/ECMA Award 2012: Taittinger "Rose Lens"



Events

Shoppers: the next generation

At the 16th ECR Conference at the beginning of May in Brussels, top level experts from leading companies of the European retail trade and brand owners met. The three main topics were collaboration in the supply chain, the digital age and sustainable growth.



Moderator Alex Thomson / Barney Burgess, COO Grocery Home Shopping, Tesco

The programme and contributions, together with numerous videos are well documented on the website www.ecreuropeforum.net. Pro Carton has selected some of the highlights for you.



Jan Zijdeveld, President Unilever Europe

Dr. Andreas Blaschke, President ECMA



The route to the future

"Mapping out the route to the future" was the motto when the cartonboard and carton industry met at the ECMA Congress from 19th to 22nd September in Copenhagen. The wide range of topics covered a look into the future of society and business in Europe, current examples for sustainability, as well as the "Good Manufacturing Practice Guide". ECMA President Dr. Andreas Blaschke and Roland Rex, President of Pro Carton, presented the 16th Pro Carton/ECMA Awards.



Packaging: a medium in the digital age

The 9th Pro Carton Congress presented a fill of new knowledge: packaging is gaining even more importance in the digital age. Customers want to see the packaging – even if they buy via the Internet – and feel it! And nearly everyone with a smartphone wants to scan information on the product. The offer behind the scanned varies, depending on the business sector and the product. But a good campaign can increase sales significantly.

► More at www.procarton.com/news

Studies

Packaging: a medium with considerable power

A recently completed study "Packaging: a medium with considerable power" compares the efficacy and reach of 23 communication channels. The study was commissioned by Pro Carton and FFI and conducted by Pointlogic International Media Consultants. For the first time there are actual numbers: cartons are not just packaging but a marketing instrument in its own right and an advertising channel same as TV, print or the Internet.



The rise of new values



A brand new study by UK retailer Sainsbury's clearly shows: despite austerity measures, consumers are not willing to sacrifice sustainability and expect appropriate solutions from trade and industry. The study outlines five new consumer trends which all have one thing in common: they strengthen the role of packaging, especially that of cartons.

► More at www.procarton.com/news

Sustainability

"Cartonboard Packaging: A Resource and Carbon Efficient Packaging Solution". New brochure from Pro Carton

Pro Carton's latest brochure explains cartonboard packaging's approach to Sustainability, Resource Efficiency and



Carbon Footprint. It demonstrates that cartons have a strong environmental story to tell and highlights the carbon benefits of choosing cartonboard packaging.

Pro Carton's good environmental story continues ...

Carbon Footprint is now 915 kg fossil CO₂ e/tonne. The new updated figure shows a reduction of by 5% in 3 years. Since 2005, Pro Carton has regularly gathered and reported data on the environmental impact of the production processes of European cartonboard and cartons. The latest report presents Life Cycle data from 2011 which includes virgin and recycled fibre cartonboard and printed cartons.



Paper and board is the most recycled packaging material in Europe

Paper and board including cartonboard achieved a recycling rate of 78% in 2010. It's the most recycled packaging material in Europe, according to CEPI (Confederation of European Paper Industries) calculations using Eurostat data. This latest data continues an upward trend from 63.8% achieved in 2000 and 73.3% achieved in 2005, and far exceeds the 60% target set by the Packaging and Packaging Waste Directive.

► www.resource-efficiency.procarton.com



Choosing cartons supports a sustainable life style

Whether it's because of its good environmental credentials or its role in preventing waste, choosing cartonboard packaging helps to make the supply chain more sustainable and helps consumers to live more sustainable life styles.



◀ Winner Sustainability, Pro Carton/ECMA Award 2012: Green Packaging "Ja! Natürlich"

Cartons help to prevent Food Waste

Increasingly, food waste is being recognised as a major social and environmental issue. Packaging plays an important role as part of the food supply chain to help prevent waste and the loss of resources used to grow or manufacture the packaged product. If there were no packaging, food and other goods would be lost due to handling damage, lack of hygiene and insufficient information on product use. Packaging improves the sustainability of food supply by protecting food from damage during its journey from the farm and factory, through retailing, to the final consumer.

The environmental impact of producing the packed product is many times greater than the environmental impact of producing its packaging, and packaging producers such as carton makers, have an interest in using only the right

amount of packaging, as this reduces costs and protects the environment. In Europe, 62% of folding cartons produced are used to package food and together with other packaging, are part of the solution to the problem of food waste.

Continuing to improve environmental performance

The cartonboard packaging industry has a great environmental story to tell, and can reassure consumers that the carton is the best choice for the environment.

Pro Carton's latest report presents Life Cycle data from 2011 which includes virgin and recycled fibres and printed cartons. When using the same basis to compare the data from 2011 with data collected in 2008, improvements were found in the following major environmental impact categories. Many of the improvements are due to more efficient use of electricity, increasing use of bio-energy, and more focus on measurement and control of water use.



Table of Improvement

The relative changes in the major environmental impact categories since 2008 are:

Consumption of non-renewable resources (Abiotic depletion)	-1%
Emissions that can cause acid rain (Acidification)	-4%
Emissions that can lead to loss of oxygen (Eutrophication)	-6%
Emissions that can harm the ozone layer (Ozone layer depletion)	-8%
Carbon Footprint reduction	-5%



Reducing Carbon Footprint

Pro Carton's Carbon Footprint is 915 kg CO₂ equivalents from one tonne of cartonboard produced and converted

Using Pro Carton's Life Cycle data, experts calculated the carbon footprint of the cartonboard and carton industries in 2005, 2008 and 2011. Analysis of the latest data collected in 2011 showed that the updated carbon footprint for cartons is 915 kg CO₂ eq / tonne of cartonboard produced and converted, and the carbon footprint for cartons has reduced by 5% since 2008. This new Carbon Footprint figure continues the trend for continuous improvement in the environmental performance of the industry.

Biogenic Carbon in Cartons

In 2009, IVL Swedish Environmental Research Institute developed a methodology to calculate biogenic carbon in the Carbon Footprint of cartons.

The raw material for cartonboard is wood fibre which is derived from sustainably managed forests whose trees absorb and store carbon. IVL's methodology measures biogenic carbon in cartons by relating the carbon benefits of the natural raw material to cartonboard packaging.

IVL proposed a positive link between net carbon sequestration in sustainably managed forests and consumption of cartons: consumer demand for cartons stimulates demand for timber (wood fibre to make cartonboard) which in turn encourages the sustainable management of forests.

The study suggests that due to demand for cartons from the market, 730 kg of

biogenic carbon dioxide per average tonne of cartons in Europe, is removed from the atmosphere. Therefore, choosing cartons encourages the capture of carbon dioxide to make a renewable material and shows the positive contribution which cartonboard packaging is making in the debate about climate change and the environment. IVL's work complements Pro Carton's data which measures the amount of carbon dioxide equivalents emitted from fossil fuels used in the industry's production process (cradle-to-gate).

For 2011, Pro Carton's Carbon Footprint is 915 kg CO₂ eq / tonne of cartonboard produced and converted. In a cradle-to-gate approach, the emission of 915 kg CO₂ eq / tonne of cartonboard produced and converted is significantly compensated by the figure of -730 kg biogenic CO₂ sequestration.

Using resources responsibly

European cartons' environmental credentials are underpinned by the use of cartonboard whose wood raw material comes from sustainably managed forests. Not only are they a renewable resource, but new growth exceeds the wood harvested by an area equivalent to 1.5 million football pitches per annum. To achieve this, European forest owners and operators follow a combination of national, European and international regulations and Forest Certification Schemes, such as FSC® and PEFC™. A "chain of custody" certificate demonstrates that the wood used to make cartonboard in Europe originates from legal and traceable sources. Goods manufacturers can alert consumers to the environmental benefits of cartons through

a label which shows that the cartonboard packaging comes from responsible sources.



In Europe, responsible sourcing of raw material for cartonboard which is used for the production of folding cartons is from both wood and recovered paper.

The paper and board industry has a well established recovery infrastructure in Europe.



Cartons are collected from the home or kerbside or taken to collections points and then sent via waste paper merchants to mills for recycling. Around 60% of cartons in Europe are made from recycled cartonboard. In 2010, paper and board packaging achieved a recycling rate of 78%, making it the most recycled packaging material in the EU, according to Eurostat data.

The evidence is clear: choosing cartons helps consumers to live more sustainable life styles, therefore benefiting the environment.

► For more information, please visit the Pro Carton Resource Efficiency and Sustainability websites at www.procarton.com



Pro Carton: Marketing and communication platform

Pro Carton is the European marketing and communication platform of the cartonboard and carton manufacturers. The core task of Pro Carton is to communicate the benefits and the potential of cartonboard and cartons.

Cartons are a major marketing instrument and the most sustainable of all packaging solutions. It is the decisive advertising medium at the point of sale and at home. In addition to the point of sale it is gaining importance as the link between the virtual and real world.

Pro Carton: Information on design and marketing

Pro Carton informs the entire Packaging Supply Chain – the cartonboard and folding carton industry, as well as designers, brand owners and the retail trade – and their customers throughout Europe on the latest developments in design and marketing via

- the www.procarton.com website
- E-News to over 9,000 interested persons in Europe
- the "Pro Carton/ECMA Award" (www.procartonecmaaward.com)
- presentation of the International "Pro Carton Design Award" (www.procartondesignaward.com)
- the Pro Carton Congress
- studies on relevant professional topics
- collaboration with partners in European countries.

Pro Carton: Network for packaging questions

Pro Carton is a networking platform and premier source of information for questions on packaging. Pro Carton links all the partners in the Packaging Supply Chain – cartonboard manufacturers, designers, carton manufacturers, brand owners and the retail trade – as well as the media and politics.

Design- and Marketing-News

Every month Pro Carton E-News is sent to over 9,000 decision makers in marketing, design and packaging. Gain an overview in seconds – a simple mouse click then takes you to case studies, interviews with experts, congress reports, market studies, competition analyses and much more.

Special benefits: you are the first to receive carefully researched news on trends and can apply these to your long-term strategies. You can only benefit – as can be confirmed by our readers in the packaging industry, the branded goods industry and the retail trade from 41 European countries.

Register NOW at www.procarton.com for the E-News-Service and receive two to three absolutely up-to-date news from marketing, design and packaging every month free of charge.

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The following topics are planned for E-News 2013:

Interviews with experts
Congress reports
Market studies
Marketing trends
Marketing case studies
Sustainability
Competitions 2013



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