

# pro carton

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**PRO CARTON**

Association of European Cartonboard  
and Carton Manufacturers



Just over a year ago, the Pro Carton News-Service had a superb start. Today, our e-mails are published in English, German, French, Italian and Spanish and reach readers in 38 European countries. Research data shows a high level of acceptance and a loyal and growing readership.

Already in its first year, the Pro Carton E-Mail-Service has managed to establish itself as an important trade medium for creative and sustainable packaging. Without a doubt, the significance of sustainability in times of economic recession has been a major contributor. It has become virtually impossible to bypass environmental issues – the recent study conducted by GfK on behalf of Pro Carton has shown how important this topic is for consumers.

Consumers are highly aware that cartonboard is a sustainable packaging material, and they increasingly favour this type of packaging as the image of cartonboard has undergone a dynamic process during recent years: exciting, innovative design shows a growing preference for cartons and a stream of new ideas continues to impress at the various design competitions, especially the Pro Carton/ECMA Award for successful novel ideas entering the market.

This issue of our printed newsletter offers you a selection of the most important news from our E-Mail-Service for referral and archiving, and includes numerous information which is essential for the daily work of designers, carton and folded box manufacturers, proprietary goods manufacturers and the retail trade, as well as the trade press. It definitely pays to subscribe to the Pro Carton News-Service to obtain advance market insights on design and marketing and the entire supply chain!

Yours  
Stéphane Thiollier, Pro Carton-President



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## Brief Interview with Øystein Aksnes

Øystein Aksnes has been appointed as President of CEPI Cartonboard, the Association that brings together most of the cartonboard manufacturers in Europe and also some from the USA. After spending much of his career at former MoDo-group and Iggesund Paperboard, Øystein joined Stora Enso in 2008 and currently operates as Vice President, Sales & Marketing, Carton Board. Here he talks to Richard Dalglish about CEPI Cartonboard and his plans for the future.

"The needs of our members are paramount and I will do all I can to ensure

that they derive solid and lasting benefit from their membership. Also being a member of the steering group of Pro Carton will give me the opportunity to look for, and help implement, new initiatives that will ensure the whole packaging chain get as much information on the benefits of cartonboard as possible. This is a challenge I welcome and I very much look forward to leading CEPI Cartonboard over the coming years."



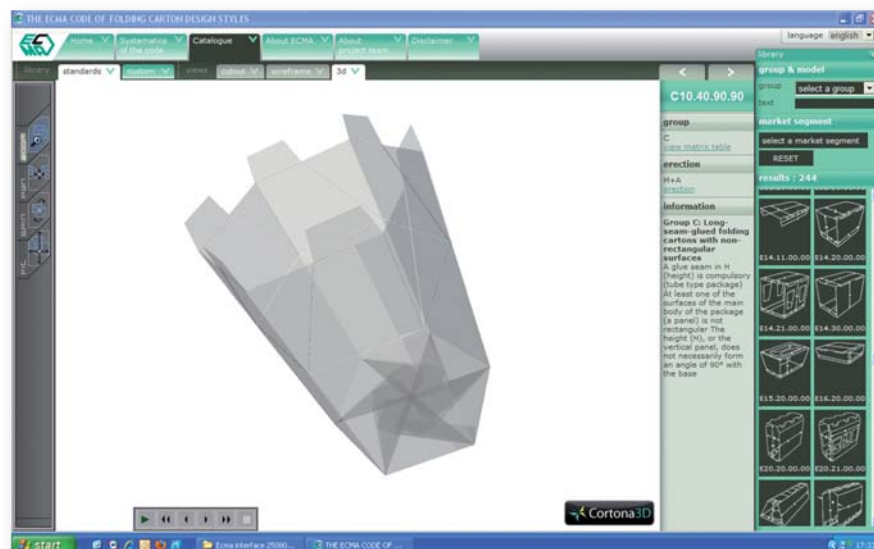
Øystein Aksnes

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## Streamline Your Supply Chain With the New ECMA Codes

One of the biggest problems to conquer has always been communication. Depending on your background and culture you will always have some difficulties explaining your thoughts and ideas with a 100% accuracy. Within the packaging industry there are millions of different

packaging designs in circulation. Finding the one that suits your customer and their different products can be a matter of many meetings. Further explaining this internally within your own organisation also takes some effort. This is where the new ECMA Code of Folding Carton Designs comes in handy!



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## Study: Ethical Consumption

A new study by the Hamburg Trend Bureau shows: ethical consumption will also show above average growth in the future. In spite of the present economic crisis it has the potential of becoming one of tomorrow's key drivers. The topic sustainability has also become firmly established in industry. Prof. Peter Wippermann, Trendbüro Hamburg, sums up the relevance for cartonboard and carton

boxes as follows: "Cartonboard is an excellent material, has been part of recycling for many years and offers excellent sensual qualities. However, when one thinks of cartonboard one tends to think of simple square carton boxes. There is a huge demand for more intelligent solutions with a greater emotional appeal and a variety of shapes to meet the differentiation trend in mass markets. More development effort is required to achieve a greater effect."



Study by the Hamburg Trend Bureau

### Blue box story



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## Printed in Blue The Barilla Story

Luca Uva, Barilla Meal Solutions European Brand Development Director, tells Pro Carton the Barilla story and the story of the famous blue carton-packaging. A modern epic in marketing! "The cardboard box, for both historical and environmental reasons, is the elitist choice in terms of packaging, mainly for our Pasta Barilla. There are three main benefits which lead to the choice of the box as our preferred packaging material, as well as the undeniable historic link with the brand:

- high level of service for retailers, with fixed facing and orderly shelf management
- high level of service for people in general, through easy-open systems and re-closeability, and orderly kitchen storage management
- broad structural design range.

The blue packaging started in 1954. Generally speaking, the blue box is an equity asset for the brand, and the box and the blue colour are acknowledged by consumers as the key differentiating elements on shelf, always quoting the Barilla "blue wall" on point of sale."

Published 25th March 2010 | More on [www.procarton.com/News](http://www.procarton.com/News)

## Global decision makers: Corporate Responsibility is becoming more and more important

The Consumer Goods Forum recently released its latest Top of Mind Survey, which reveals the priorities of 345 key decision-makers in global retail and consumer goods companies across 46 countries. Priorities for the consumer goods industry: Companies continue to fight effects of the financial crisis, yet refuse

to put social and environmental responsibilities on the back burner.

Director Jean-Marc Saubade, commented: "These findings demonstrate that, faced with a discount mindset that may prevail beyond the recession, the consumer goods industry has recognised this prime opportunity to inspire consumers again. Consumers now expect high quality at low prices, and the drive to meet their needs is fostering tremendous innovation from brands and in retail formats.

Meanwhile, it is encouraging to see that corporate responsibility has not only withstood the pressures of the economic crisis, but has even risen up the rankings this year – proof that its influence on the corporate agenda is here to stay."



Jean-Marc Saubade, Managing Director of "Consumer Goods Forum"





Published 24th February 2010 | More on [www.procarton.com/News](http://www.procarton.com/News)

## Pro Carton Study: Is Sustainability in Packaging Important?

Consumer Attitudes on Packaging & Sustainability: An new report, commissioned from GfK by Pro Carton, shows unequivocally that Sustainability in packaging is important and consumers are interested in, and concerned about this issue. Over 64% of respondents said that packaging should consist of environmentally friendly materials and over 55% felt that packaging should contain as little plastic as possible.

Will consumers pay more for sustainable packaging? The 2,500 respondents were also asked if they agreed with the statement "I am willing to pay a higher price for an environmentally friendly package". Overall 15.8% of all respondents said they either completely agree or agree but yet again there was a distinct variation between the different consumer groups. The "responsible dedicated" and "critical consumers" both agreed with the statement to a much higher level and when compared with the self dependent family people were nearly three times as likely to agree.



Published 21st December 2009 and 29th April 2009 | More on [www.procarton.com/News](http://www.procarton.com/News)

## Seasonal Packaging Footprint Reduced

Food giant Nestlé as well as confectionery specialist Cadbury are playing up their sustainability initiatives in their seasonal packaging in UK to appeal to consumer demand for a 'green' Christmas and sustainable Easter.

Both companies are adopting a similar approach. They are replacing their current

packaging materials with cartonboard. This brings with it distinct advantages. The packaging can now be recycled simply and easily which will be well received by consumers.

The raw materials used in cartonboard are infinitely renewable and at the same time the new cartonboard packaging is lighter which will reduce shipping costs.

Published 21st December 2009 | More on [www.procarton.com/News](http://www.procarton.com/News)

## Get Inspired!

Design is not just making things more attractive. Design is all about problem solutions, integrity and the courage to be different. Dr. Alexander Schubert (The Brand Union) highlighted the significance of sustainability in today's design at the Pro Carton Congress 2009 and presented a number of Best Practice examples.



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## European Carton Industry reduces carbon footprint by 7 % in 3 years

The European cartonboard and carton industry has achieved significant improvements in its environmental performance, according to a Life Cycle Impact Assessment commissioned by Pro Carton. The European industry average carbon footprint was reduced by 7% and improvements were also recorded in other impact categories.

The results show strong commitment to continuous improvement. Cartonboard mills aim to use less wood and energy and become more resource-efficient. Less fossil fuels were used in the mills' production and more biomass was used. This led to less consumption of fossil resources and a decrease in carbon dioxide, sulphur dioxide and nitrogen oxide emissions. Also, emissions to water have decreased.



Cartonboard Mill

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## Folding Box – an Experience

"Magnum" is the absolute premium ice cream of the Unilever company. Since its inception some 20 years ago, the product has been promoted continuously at the highest value possible. The logical consequence: a folding box.

In 2008 Magnum "Temptation" was launched, the most luxurious Magnum ice cream ever. Another exceptional Magnum experience in a silver packaging

box, manufactured by Van Genechten from carton supplied by M-Real, as are all Magnum folding boxes. The reasons behind the decision were the high quality of carton and the sustainability of the packaging material. The brand delivers exemplary performance, always one step ahead of the competition. "Magnum is not affected by the crisis at all", states Wilfried Duivenvoorden, European Supply Manager at Unilever. "Sales have already exceeded last year's, and our expectations for the coming years are extremely high."

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## The Next Generation: Sustainability via "eco-intelligent" products

At the Pro Carton Marketing Event 2009 in Vienna and the Pro Carton Congress in Düsseldorf, Wolfgang Wimmer and Stefan Gara have presented a clear message: that the changing environment may result in radical changes to business models and that it pays handsome dividends to take this into account. "When we think about "excellence" we should follow Nature's examples. When we

speak of packaging we have immediate associations with nuts or bananas, which represent ideal forms of packaging. Inherent recycling is part of their evolution. Ideally, these would be the type of products required in a "gentle" industrial society."

How can we make companies ready for these challenges? We are not talking about individual products, we are talking about business excellence. We have developed a model which focuses on four major sectors: (1) New thinking, (2) new



Univ.-Prof. Dr. Wolfgang Wimmer

action based on new structures, (3) the identification of new potentials, and (4) the integration of new knowledge within the company.





## Public Affairs

# "Sustainability and Cartonboard Packaging"

**Sustainability is one of the most important drivers in the packaging industry today – which is why the cartonboard and folding box industries remain optimistic for growth, even in the current troubled economic climate.**

"We expect cartonboard packaging to play an increasing role for branded products and in the retail trade" says Stéphane Thiollier, President of Pro Carton. "because the raw material is convincing in terms of sustainability".

ability benefits of using cartonboard packaging. Research which Pro Carton commissioned from GfK Germany shows that Sustainability is increasingly important to consumers too: 64% of survey respondents said that packaging should be made from environmentally friendly materials. Cartons amply fulfil this requirement.

Sustainable development means working towards achieving economic, environmental and social goals and is now a central part of business strategy for manufacturers and retailers. "Pro Carton believes that cartonboard packaging can help companies meet their corporate sustainability goals" explains Stéphane Thiollier. "Using folding cartons to package goods has many advantages, especially for the environment."

A major environmental benefit of packaging goods in cartons is their recyclability.

mills for recycling. In 2007, paper and board packaging achieved a recycling rate of 80% in Europe round 60% of cartons in Europe are made from recycled cartonboard.

Cartons' raw material is cartonboard which is made from wood fibres. European forests used by the paper and board industry are sustainable, since every year, new tree growth exceeds the wood harvested. In Europe, the wood surface is expanding by 510,000 ha per year.



Increasingly, cartonboard is made with renewable energy. Approximately 50% of all primary energy used in the European pulp, paper and board industry is biomass based, with the wood by-products of the manufacturing process providing electricity and steam – thus avoiding the use of non-renewable energy sources such as fossil-based oil, coal or gas.

## Carbon Footprint

Carbon Footprints and how to measure them remain a key topic in the Sustainability debate. There is currently no standard approach to measuring a Carbon Footprint, and as the debate continues, the forest products industries, including the cartonboard industry, have a unique attribute to bring to the Carbon Footprinting discussion.



## Sustainability

Stéphane Thiollier is clear about the central role of Sustainability in today's market: "Sustainability is a key driver for our supply chain and Pro Carton has made it a priority to explain the sustain-

The paper and board industry has a well-established recovery infrastructure in Europe and after use, cartons can be collected from households in several ways: for example, bring systems or kerbside collection. Recovered cartons are sent to

Stéphane Thiollier explains, "The raw material for cartonboard is wood fibre, which is derived from sustainably managed forests whose trees absorb and store carbon – this process is measured in terms of biogenic carbon. Pro Carton worked



with the European Carton Makers Association (ECMA) and the scientific institute IVL, to develop a methodology for measuring biogenic carbon in cartons.<sup>1</sup> This biogenic carbon methodology relates the carbon benefits of our natural raw material to cartonboard packaging and shows the positive contribution that using cartons can make in the debate about climate change.”

The study by IVL Swedish Environmental Institute illustrates the link between sustainably managed forests and cartons as follows: 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 the net biogenic sequestration in the forest is 730 kg of carbon dioxide equivalents for every one tonne of average carton production on the market. These calculations cover carbon dioxide sequestration and emissions in the production of cartons and in the pool of cartons that are made and in use in Europe.



Europe-wide industry average, first in 2005 and recently for the second time. Comparing the data behind the two results, we are pleased to report that there has been a 7% improvement in the environmental performance of the industry.”

Since their environmental performance was first measured in 2005, Pro Carton

members have worked to improve their performance and measured their fossil emissions again in 2008. When comparing results from the two data-sets of the same sample of mills, there is an improvement in 2008, in that less fossil fuels were used in the mills’ production and more biomass was used. This led to less consumption of fossil resources and a decrease in carbon dioxide, sulphur dioxide and nitrogen oxide emissions.

Using this data, a Carbon Footprint calculation was made, beginning at the forest (cradle) and ending at the exit door of the carton converter (gate). It covers the emissions from using fossil carbon re-

sources such as gas and electricity, in each step of the production and conversion of a tonne of cartonboard.

Pro Carton’s Carbon Footprint for Cartons is 964 kg / tonne fossil CO<sub>2</sub> equivalents emissions from cartonboard produced and converted.

### Looking to the Future

Pro Carton President, Stéphane Thiollier sums up the prospects for the cartonboard packaging industry with an optimistic view, “ Sustainability is underpinning developments in the packaging sector, and folding cartons are the most versatile of packs to fulfil the requirements. Not only from the environmental point of view, but also because cartons deliver innovative packaging solutions with eye-catching designs, which facilitate modern living. Cartonboard mills are continuously working to become more resource efficient and together with carton makers to improve the performance of cartonboard packaging and respond to the demands of the market.”

<sup>1</sup>“Carbon Footprint of Cartons in Europe – Carbon Footprint methodology and biogenic carbon sequestration” by IVL Swedish Environmental Research Institute



Mr Thiollier acknowledges that a carbon footprint is usually the measurement of the amount of carbon dioxide equivalents emitted from fossil fuels. He clarifies that Pro Carton has been active in this field too. “We calculated a Carbon Footprint for Cartons on this basis, as an





## About Pro Carton

Pro Carton is the European Association of Carton and Cartonboard Manufacturers with the aim of promoting cartons and cartonboard as an ecologically and economically balanced packaging medium.

Pro Carton operates throughout Europe and informs the entire packaging chain about the latest developments in industry and the markets. Pro Carton also sponsors the "Pro Carton/ECMA Award" and commissions studies on specific topics.

### Pro Carton has the following goals:

- to promote the use of cartonboard and cartons
- to prove packaging to be a key marketing tool, especially at the P.O.S
- to show cartons as the best sustainable packaging option with high creative potential
- to offer a networking platform for all supply chain partners
- to position itself as the preferred information source for packaging related topics

The prime target groups are designers, proprietary goods manufacturers, the packaging industry and the retail trade, as well as relevant educational and academic establishments and the press. Pro Carton also offers politicians a comprehensive information base at a national and international level.

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## Top up-to-date service

The printed issue of the Pro Carton Newsletters is published annually as a "Review" of the Pro Carton E-News, which is an up-to-date information service on the topics marketing, design and packaging – with practical examples, interviews with experts, congress reports, market studies, competitive analyses and much more.

Register for this service at [www.procarton.com](http://www.procarton.com) and receive two to three highly current news every month free of charge.

The E-Mail-Service offers you significant advantages: often you will receive breaking news first and can adjust your long-term strategy to new developments earlier. And we do not waste your time either, the E-News is kept brief, so you can decide instantly whether a topic is of

more interest, in which case all you need to do is simply click the detailed text with its print-ready images.



You can only win as was shown clearly by the numerous registrations during the first year! And by the way: suggestions for our E-Mail-Service are always welcome.

2010

## Still coming in 2010:

Expert Interviews  
Congress Summaries  
Market Studies  
Marketing Trends  
Marketing Case Histories  
Sustainability  
Awards 2010  
Packaging Design

## Impressum

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