

pro carton



Brands: **Nature – a blueprint for success**

Marketing: **Going cartonboard in the coming decade**

Design-Awards: **Success for Cartons**

Events: **Luxepack**

Sustainability: **New ISO-Standard**



PRO CARTON

Association of European Cartonboard
and Carton Manufacturers

The importance of cartons will continue to grow in the long term. Leading consumer goods companies as well as the retail trade and manufacturers are continuing to focus on recycling and sustainability of packaging. And consumers are highly aware that cartonboard is the most sustainable packaging material, and they increasingly favour this type of packaging.



Modern packaging made of cartonboard not only protects the product and informs consumers about contents and uses. It also provides designers an excellent basis for their work, the showcasing of brands and products at the POS. Competition among brands as to which product finally ends up in the shopping basket is in the end decided by the packaging. No other packaging material offers similar opportunities for the "first moment of truth" than cartonboard.

This issue of our printed magazine offers you a selection of the most important news from our E-Mail-Service and includes a great deal of information which is essential for the daily work of designers, cartonboard and carton manufacturers, branded goods manufacturers and the retail trade, as well as the trade press.

Every professional operating in these areas should be informed about current topics. You can find comprehensive reports on each topic in English, French, German, Italian or Spanish by visiting www.procarton.com/news. Our e-mails are published monthly in these five languages and reach readers in 38 European countries. It certainly pays to subscribe to the Pro Carton News-Service to obtain advance market insights on design and marketing and the entire supply chain!

Roland Rex, Pro Carton President

Brands & Markets

Nature – a blueprint for success

Mag. Martina Hörmer has been in charge of Rewe Group Austria's own brands since 2002. In this function her prime responsibility has been the management of the "Ja! Natürlich" brand, probably the most successful European brand in terms of bio-marketing (Ja! Natürlich = Yes! Naturally).



In terms of packaging she is very aware of environmentally friendly materials. Which is why cartons are the most "natural" packaging. This interview gives some insights on the success of "Ja! Natürlich" and a glimpse of what the future holds.

Black Gold in a Folded Carton

Since 2000 Nespresso has become both a world brand and the market leader in portioned coffee – with an average growth rate of 30 per cent per annum. None of Nestlé's other business segments could match this performance. Nothing is more suitable for the presentation of products than cartons.



Appeals to (virtually) all senses

The new lifestyle chewing gum 5 GUM for lifestyle-oriented adults aged between 18 and 29 years has convinced both the trade and consumers. The world's largest maker of chewing gum has again given the gum segment a massive push. The conquest of Europe started in Germany in 2009, and included the Pro Carton/ECMA Award. This is one of the most successful relaunches: done in highly attractive cartons.

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Marketing Trends

Going cartonboard in the coming decade

The latest JWT Intelligence trend study for 2011 shows a positive environment for cartonboard – and not only due to sustainability. JWT Intelligence is part of the global JWT network, one of the largest marketing and communications agencies in the world.

Of the 100 trends in this study, we have selected ten highlights with special significance for marketing, the trade and, of course, packaging. In three scenarios we attempt to define the respective roles of cartons.



Integrity amid an ocean of information

At the info day of the Austrian ECR „Efficient Consumer Response“ on 11th November 2010 in Vienna, Prof. Matthias Karmasin summarised the development of communication in three ways: changed media change the world, changed communication changes consumption, and changed consumption demands a change in marketing. And packaging, too, is subject to new tasks, which can best be realised by using cartonboard.



Prof. Matthias Karmasin



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.

► More at www.procarton.com/news



Hans Georg Stolz

Packaging and the Media Mix

The media landscape has changed considerably – as has the

role of media consultants. It is no longer just a case of placing advertisements. “In a seemingly endless world of classical and new media, the media consultant advances to become an indispensable partner who decides on weighting and use of the different communication channels. And one of these channels is packaging, except that not everyone is yet aware of this”, says Hans Georg Stolz, managing director of Pointlogic Germany and Chairman of the Association of the working group Media Analysis.



Design/Awards

Fresh Design from Europe

International Pro Carton Design Award 2012.

The International Pro Carton Design Award is an award for new, as yet un-realised design ideas in the field of carton applications and is directed at students. The aim of the award is to discover as yet new solutions and ideas throughout Europe relating to the use of cartonboard, to present these to the public, and maybe even realise them.



The European competition takes place for third time in 2012. And for the first time there will be no national preliminaries, there will be one Europe only, East and West.

Successful Designs

Packaging design is booming: which is not really surprising when considering that packaging represents the product at the point of sale. And it is amazing what cartons can offer – we have compiled some of the most attractive examples from the most important European packaging design competitions in 2010 for you.



Smart speedster made of carton

A lot of things have been made from cartonboard, but never a car. An innovative German company has made the impossible a reality and given a Smart a body and interior made of cartonboard.



The car was the sensational attraction at the Luxepack in October 2010 in Monaco. With a bit of luck you may be able to see it at one of the next packaging exhibitions or a Smart presentation.



Pro Carton/ECMA Award 2010

Year after year the entries to the Pro Carton/ECMA Award for especially successful cartons excel in terms of quality. The Award 2010 has set new standards – not only in terms of elegance – but also in terms of design and sustainability.

At www.procartonecmaaward.com you can review ten fascinating success stories: ten impressive examples for successful cooperation in the Supply Chain – with comprehensive background stories, comments by the jury and magnificent photos.

► More at www.procarton.com/news



Events

Luxury in Cartonboard

Imagination, creativity, quality and style were all in great evidence at the recent Luxepack exhibition held between 20th and 22nd October 2010 (www.luxepack.com). This exhibition is designed to show the best in packaging for the luxury markets and it is fittingly held in Monaco each year and brings together the best packaging

producers to show what they can achieve. It was interesting to see that in packaging intended for the retail shelf, there was little plastic in evidence with a priority of exhibitors showing cartons and most of those exhibiting were proudly displaying the environmental benefits of their packaging ideas and designs.

► More at www.procarton.com/news



Sustainability

A single standard for all

In February 2011, Pro Carton President Roland Rex and Univ.-Prof. Dr. Wolfgang Wimmer, Technical University, Vienna, and the co-convenor of the ISO 14067 working party, Dr. Klaus Radunsky, met in Vienna to discuss developments on the upcoming CO₂ footprint of products. Pro Carton is convinced that the new standard will help to position cartonboard even more as a sustainable material for packaging.

The CO₂ footprint of products determines the total amount of greenhouse gas emissions which can be attributed to a product during its entire lifecycle. The international standards organisation (ISO) is presently working on the new standard ISO 14067 for the CO₂ footprint of products in order to quantify and publish the greenhouse gas emissions of products and services as a worldwide standard. A final document is expected by the middle of 2012. Leading international companies have expressed interest as they have recognised that markets are sensitive to new climate strategies and that the CO₂ footprint of products will therefore become a selling argument.

Save Food: protection wins

Estimates by the Food and Agriculture Organisation (FAO) suggest that between 20 and 75 % of foods are somehow lost. Many could be saved by "Save Food". Together with the FAO, the Düsseldorf Fair will be holding a congress on this topic as part of the Interpack 2011 exhibition. With cartons being the most sustainable and consumer-preferred packaging, they are a major contributor to ensuring that foods reach consumers in perfect condition and can be handled with care in households, states Pro Carton's President, Roland Rex.



Unilever commits to sustainable sourcing of paper packaging

Unilever has recently published a sustainable paper and board packaging sourcing policy as part of its commitment to double the size of the business while reducing its environmental impact.



The policy outlines the company's ambitious goal to work with its suppliers to source 75 per cent of its paper and board packaging from sustainably managed forests or from recycled material by 2015, rising to 100 per cent by 2020.



Public Affairs: Cartons and Carbon Footprint

Forests – a basis for life



In Europe, a sustainable forest management strategy for producing paper and board results in growing forests and maintains or increases forest carbon stocks, which helps reduce the speed of climate change. To celebrate people's actions to sustainably manage the world's forests and to raise awareness of sustainable management and development in forests, the United Nations has declared an "International Year of Forests" for 2011. That the European cartonboard and folding carton industry make a positive contribution to sustainability in the forests, was demonstrated only last year by a scientific study showing that the use of cartons and the manufacture of cartonboard in Europe encourages sustainable forest management and carbon sequestration in the forest, and this can be directly related to carbon footprinting of cartons.

Recent surveys show that carbon footprinting and ease of recycling are considered the most important issues when measuring the environmental impact of packaging. Paper and board packaging, with a well established recovery and recycling structure, has also got a good environmental story to tell when it comes to carbon footprints.

There is currently no agreed way to calculate a Carbon Footprint, so in the meantime, the paper and board industry has developed an approach for paper based products known as the CEPI Framework (its development was overseen by the industry's umbrella organisation: the Confederation of Paper Industries).

The CEPI Framework consists of 10 areas (known as Ten Toes), which form the boundaries for a cradle to grave life cycle analysis:

Toes 1 and 2 deal with cartons' raw material from the forest and looks at Forest Carbon Stocks and carbon in the product

Toes 3 to 7 deal with fossil emissions from the production process

The industry has calculated the average carbon footprint of all carton production in Europe as 964 kg (2009) of carbon dioxide (and equivalents) for each tonne of cartonboard which is converted. Cartons' carbon footprint has reduced by 7% in 3 years.



Carton Carbon Footprint

CO₂ sequestration and GHG emissions from the forest to waste treatment



Toes 8, 9 and 10 deal with use of the product, waste treatment and avoided emissions

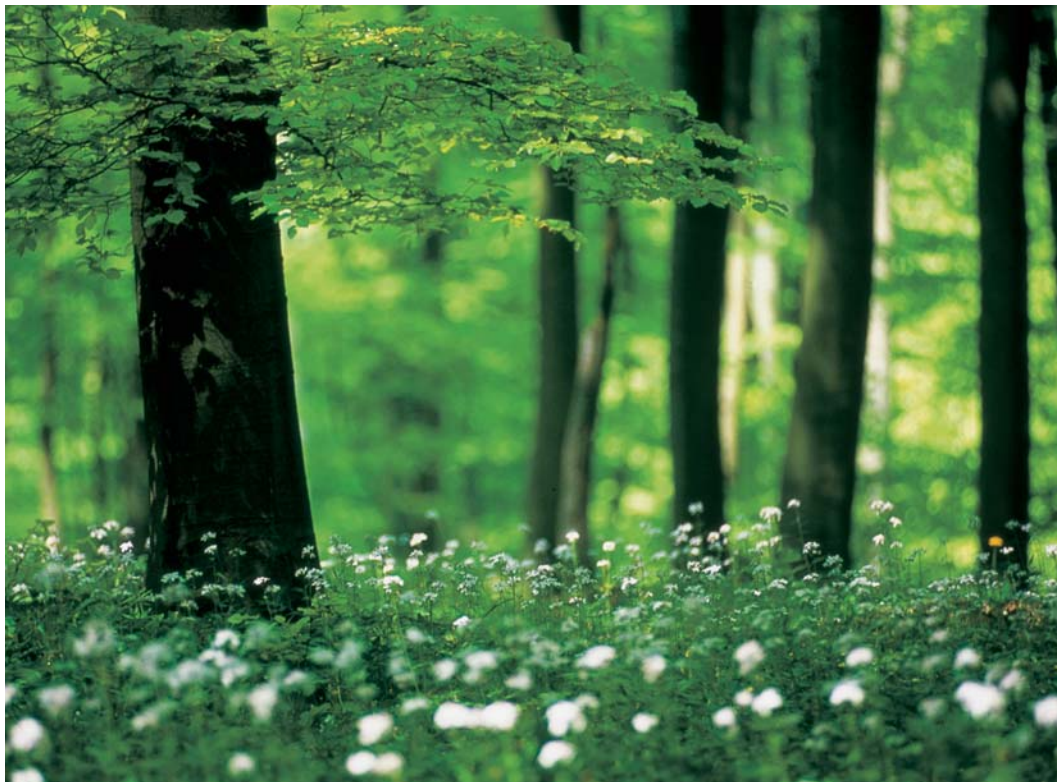
The last three Toes occur after the exit door of the carton converter and are less easy for the industry to measure. For Toe 8, the Use phase, the result is 0, since no external energy is required to open and use a carton. For Toes 9 and 10, national or European averages are often used.

The forest products industries, including the cartonboard packaging industry, have a unique attribute to bring to the Carbon Footprinting discussion: the properties of their renewable raw material – wood fibre from sustainably managed forests.

Trees absorb and store carbon and this can be measured in terms of biogenic carbon.

When the wood fibre is processed into cartons, the carbon continues to be stored in the cartons. When cartons are recycled, and used to make other papers or packaging, the carbon is locked up even longer.

In the CEPI Framework, the attributes of the raw material are taken into account in Toe 1 (Forest Carbon Stocks). To see if we could measure this benefit and give a value to Toe 1, Pro Carton supported its partner



association ECMA (European Carton Makers Association) in a study by IVL, Swedish Environmental Research Institute¹, into the link between biogenic carbon and cartons.

IVL's study suggests a link between carton consumption and carbon uptake and storage in the forest, as follows:

- Sustainable forest management is essential for high carbon sequestration (absorption and storage) in the forest, since actively managed forests remove carbon from the atmosphere at a much higher rate than non-managed forests
- There is a beneficial link between the market's demand for cartons and carbon sequestration
- Net carbon sequestration in the forest (removals from the atmosphere) for the average of all carton production in Europe, amounts to -730 kg of biogenic carbon per tonne of cartons

While this question is by no means settled, Pro Carton believes that cartons



should be credited for the carbon sequestration of their raw material when cartons' carbon footprints are calculated. Toe 1 should be brought into the equation. If biogenic carbon associated with its raw material, were to be credited against carbon dioxide emitted during the cartons' life cycle, deducting the biogenic carbon removed from the atmosphere from the fossil carbon emitted would result in a very low carbon footprint:

Cradle to gate: 234 kg CO₂ / tonne
Cradle to grave: 397 kg CO₂ / tonne

► More at www.procarton.com/news

¹ IVL Swedish Environmental Research Institute: "Carbon Footprint of Cartons in Europe – Carbon Footprint methodology and biogenic carbon sequestration"
Pro Carton summary: "Cartons and Carbon Footprint"
Available from: www.procarton.com Sustainability / Environment / Carbon Footprint



Pro Carton: even more sustainable marketing

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 and customers about the latest developments in industry and the markets. Pro Carton also presents the "Pro Carton/ECMA Award" and commissions studies on specific topics.

Targets and aims:

- promote the use of cartonboard and cartons
- position packaging as a key marketing tool
- show cartons as the best sustainable packaging option
- become the networking platform for all supply chain partners and the preferred information source for packaging related topics
- keep the needs and solutions of our supply chain partners always in mind

The prime target groups are brand owners, retailers and designers, as well as partners in the supply chain: cartonboard producers, converters and patrons plus influencers in media and legislation.

The key messages: Cartons and cartonboard are the most sustainable packaging option, they have high creative potential and are the key at the P.O.S. – the missing link between the consumer and the product.

News on Packaging & Design

The Pro Carton E-News is an up-to-date information service: you can view the summary of topics on marketing, design and packaging in seconds. A single mouse click then takes you to practical examples, interviews with experts, congress reports, market studies, competitive analyses and much more. This printed issue of the Pro Carton Newsletters is published annually as a "Review" for referral and archiving.

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The following items are planned for 2011

**Report on Interpack
Expert Interviews
Congress Summaries
Market Studies
Marketing Trends
Marketing Case Histories
Sustainability
Awards 2011**



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