

Magazine



PRO CARTON



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Packaging is facing a new era. New trade channels and new marketing concepts are creating new challenges. This is where cartonboard offers advantages with its excellent options: be it design, functionality, logistics or sustainability.

Pro Carton supports progress wherever possible. Our competitions, the "Pro Carton ECMA Award" for successful packaging on the market, or the "Pro Carton Young Designers Award", give a regular review of the best and most creative developments from across Europe.

We regularly commission studies which analyse current developments and highlight future perspectives. For example, the current study, "Touchpoint 2015: the contribution of packaging to the success of marketing", impressively demonstrates how many billions of advertising contacts are generated by packaging – an amazing marketing potential! For the coming year, we plan a study on how the topic of sustainability is currently assessed by brand owners and the retail trade.

Our Internet portal, www.procarton.com, provides you with our latest findings free of charge. Every month our E-News on the best ideas and most important trends in Europe reaches more than 12,000 verified interested persons across the entire Packaging Supply Chain – design, production, purchasing and marketing.

The current issue of our Pro Carton Magazine offers a variety of important news on these topics – for reference and archiving. We hope you have already received your copy of the E-News the day it was issued, if not, simply subscribe on our website www.procarton.com.

With best regards,
Your

Roland Rex, President Pro Carton

Design/Awards

Pro Carton ECMA Award: Here are the Winners!

More than one hundred entries, including many fantastic innovations, delighted the jury of the Pro Carton ECMA Award 2015. The focus was on the unique sustainability of cartonboard: numerous innovative concepts were devoted to cartonboard as a replacement for other materials in order to find more sustainable packaging solutions for the future.

► More at www.procarton.com/awards





Brands & Markets

Pharmaceuticals in motion

There is a huge demand for health care, and it's growing rapidly. Nonetheless, the pharmaceutical industry is facing major challenges. David Swift, former global head of packaging sourcing at Novartis, spoke to Pro Carton about current and future developments.



Artelec Splash Dispenser (Display) – Winner Pharmaceuticals, Pro Carton ECMA Award 2014

High above the clouds

Cartons have long been part of in-flight catering and are proving more and more popular. The idea of what idea of what appetising service means, is amply demonstrated by the two finalists in the

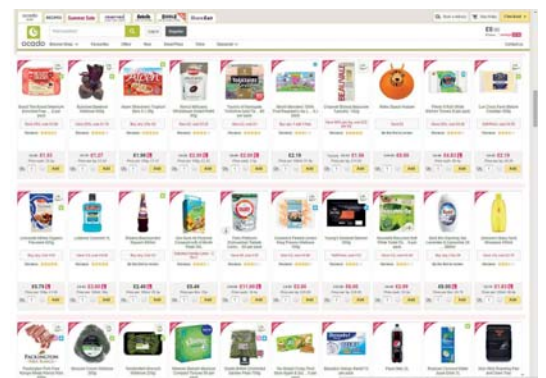
category Volume Markets at Pro Carton ECMA Award 2015, „It's Just ... My Box of Great British Fish & Chips“ and „Menu Box for Airlines“. But the opportunities offered by cartons have by no means been exhausted. Cartons have more to offer.



Menu Box for Airlines – Finalist Volume Markets, Pro Carton ECMA Award 2015



It's Just... My Box of Great British Fish & Chips – Finalist Volume Markets, Pro Carton ECMA Award 2015



The online extremist

Unlike to other food retail majors, Ocado has focused on the online business. In 2014, the company recorded a profit for the first time and is now also offering its hardware and software to international partners. Pro Carton has followed the developments in e-commerce from the beginning and taken a closer look at the strategy of the world's most innovative retailer in the food business.

► More at www.procarton.com/news



Marketing Trends

10 Top Trends of 2016: the internet world of packaging

The world is one big shopping centre. POS is everywhere. We are in the middle of a revolution. The Internet is simply changing everything: design, marketing and trade structures. This also has far-reaching consequences for packaging, which is playing an even greater role as it moves towards becoming the central element of the buying experience. Pro Carton has looked at the 10 most important international trends.



The future belongs to cartonboard

"It is generally acknowledged that cartonboard is the most sustainable type of packaging. We have intensified our efforts to expound on this advantage." Roland Rex, Pro Carton President, summarises the situation and takes a look at the future.



Roland Rex

"In reality, our real customers are the consumers."

Lothar Böhm is one of the world's leading brand consultants. Pro Carton visited him in his agency in Hamburg and spoke to him about the future of brands and packaging as well as the role cartonboard can play.



Lothar Böhm

► More at www.procarton.com/news

Events

"No more plastic!"

On the question, "Sustainability yes, but how?!", Martina Hörner, Managing



Director Private Label, REWE International, gave a clear answer. At the recent joint Marketing Event of Pro Carton and Propak Austria in Vienna, she made it abundantly clear that the opportunities offered by cartons are by no means exhausted. The REWE organic-brand, "Ja!

Natürlich" (Yes, naturally) focuses on "Green Packaging" with excellent results. Since 2011, the packaging of "Ja! Natürlich" products has been converted step by step to environment-friendly alternatives.

► More at www.procarton.com/news



Cartons are a perfect example of the Circular Economy

Moving to a circular economy



Since the industrial revolution, waste has constantly grown. This is because our economies have used a “take-make-consume – dispose” pattern of growth – a linear model which assumes that resources are abundant, available and cheap to dispose of.

We recognise today, that resources needed to be husbanded and this has led to the concept of a Circular Economy where the value of products and materials is maintained for as long as possible; waste and resource use are minimised, and resources are kept within the economy when a product has reached the end of its life, to be used again and again to create further value. What used to be regarded as ‘waste’ can be turned into a resource and all resources need to be managed more efficiently throughout their life cycle.

Thus a Circular Economy optimises the use of natural resources by using them in a smarter, more sustainable way: for example by encouraging recycling, eco-design and waste prevention, among other measures. This concept accords admirably with the current actions of the cartonboard packaging industry, as cartons are easily recyclable and made from a naturally renewable resource.

To facilitate the move to a more circular economy in Europe, the European Commission has proposed a Circular Economy Package, which includes revised legislative proposals on waste, as well as a comprehensive Action Plan.

The Waste Proposals include some measures which directly affect packaging and are set out in the draft legislation to revise the Packaging and Packaging Waste Directive and the Waste Framework Directive.

The Action Plan on the Circular Economy complements this proposal by setting out measures to “close the loop” of the circular economy, and covers a number of actions that will target market bar-

riers in specific sectors, including food waste.

The cartonboard packaging industry is engaging with these proposals with great interest as they provide an ideal opportunity to demonstrate the sustainable credentials of cartons; to emphasise the importance of cartonboard packaging’s natural renewable resource and to show how packaging including cartons can help to prevent food waste.

Cartons are recyclable and recycled

Paper can be recycled up to six or seven times in theory, with an average rate of 5 times. Over 50% of the raw material for Europe’s paper making industry is from paper for recycling (the rest is from wood fibres) and almost 58 million tonnes of paper are recycled within Europe. In 2014, 81.1% of paper packaging was recycled. (*source: European Recovered Paper Council*).

Good recyclability depends on good eco-design of paper and board products and auxiliary materials. For example: Ink manufacturers are increasingly using renewable and recyclable resources such as soy, vegetable oil and starch. They are also helping printers to recover and recycle inks and solvents. Eco-design aims to reinforce the recyclability of cartonboard packaging, and leads to environmental benefits including optimising the use of resources and reducing waste and unrecyclable components.



ADDING **AMBITION** TO THE CIRCULAR ECONOMY PACKAGE

3 KEY MESSAGES AND TASKS

1

Circular economy is not just about waste – it is integrally linked to many policies.

Review and align policies.

2

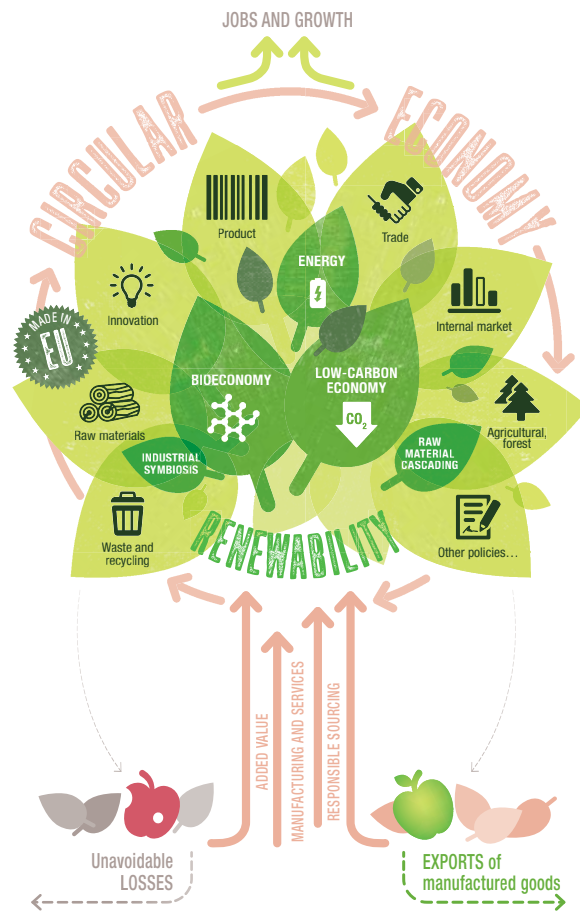
Renewability is a natural driver for circularity.

Build on renewability and promote bio-based materials.

3

The circular economy challenge requires a realistic approach.

Minimise losses and environmental impacts. Ensure availability and responsible sourcing of raw materials.



The paper value chain:
82% Made in Europe



Cartonboard cannot be recycled indefinitely as fibres eventually get too short and worn out to be useful. The cycle must therefore be constantly replenished with new virgin wood fibres.

New virgin fibres in Europe for cartonboard packaging come from wood from sustainably managed forests. Not only are these forests a renewable resource, but new growth exceeds the wood harvested by an area equivalent to 1.5 million football pitches per annum. (source: *Confederation of European Paper Industries*) To achieve this, European forest owners and operators follow a combination of national, European and international regulations. In addition, they can prove forests are sustainably managed through Forest Certification Schemes, such as FSC® and PEFC™.

Bio-based materials such as wood fibres which are the original material for cartons, provide an alternative to fossil-based products, and are renewable, biodegradable and compostable. The Infographic “Adding Ambition to the Circular Economy Package” illustrates the viewpoint of the paper based packaging industry, including Pro Carton, and stresses that the important aspect of renewability should be a core part of the Circular Economy concept.

Growing and sustainable natural resource

The State of Europe’s Forest report 2015 demonstrates the significant progress which is continuing to be made in sustainable forest management in Europe over the past decades. Europe’s forest area has expanded to 215 million hectares and is still increasing and providing many benefits corresponding to the three pillars of sustainability: environment, society and economy.

Forests remove large amounts of carbon dioxide from the atmosphere. Between 2005 and 2015, the annual average sequestration of carbon in forest biomass, soil and forest products reached about

720 million tonnes. This corresponds to removing about 9% of the net greenhouse gas emissions for the European region.

Packaging helps to prevent Food Waste

In the food industry, dealing with the issue of Food Waste and minimising the wastage of resources through the food supply chain, is a priority. Packaging, including cartonboard packaging is part of the solution as protection is one of its primary functions. Packaging protects 10 times more resources than it uses and has only 3 – 5% of the environmental load compared to food production.

Cartonboard packaging plays an important role in the protection of food resources whilst at the same time, keeping its effect on the environment to a minimum. For example, technological advances in cartonboard packaging have led to lighter base weights while still

providing the same high level of protection for the food product.

Cartons at the core of a Circular Economy

The European Commission believes that moving towards a more circular economy is essential to deliver its resource efficiency agenda through smart, sustainable and inclusive growth. The paper industry, including cartonboard packaging, is at the forefront of putting these Circular Economy aims into practice. The life cycle of cartonboard packaging shows that it is at the core of a circular economy, as it is an industry that recycles, using “waste” as a resource and also uses new fibres from renewable, sustainably managed forests to continue the loop.

► For further information please click on “Sustainability” at www.procarton.com
Contact: Jennifer Buhaenko at Buhaenko@procarton.com



Pro Carton: Marketing and communication platform

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

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

Pro Carton: Information on Marketing, Design and Sustainability

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

- the **www.procarton.com** website
- E-News to over 12,000 subscribers in Europe
- the "Pro Carton ECMA Award"
- the international "Pro Carton Young Designers Award"
- studies on relevant industry-related topics
- Cooperation, presentations, exhibitions with partners in European countries

Pro Carton: Network providing answers to packaging questions

Pro Carton is a networking platform and premier source of information for questions on packaging. Pro Carton unites all partners of the Packaging Supply Chain:

- brand owners, the retail trade, designers, carton and cartonboard manufacturers
- as well as media partners and politics.

Design and Marketing-News

The Pro Carton E-News is currently sent to over 12,000 decision makers from marketing, the retail trade, design and full stop missing 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 retailers from 42 European countries.

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

This printed version of the Pro Carton Magazine is published once per year as a "Review" for reading or archiving.

The following topics are planned for E-News 2016:

- Sustainability
- Marketing trends
- Marketing case studies
- Market studies
- Expert interviews
- Congress reports
- Competitions 2016

By the way: suggestions to improve our email service are always welcome. Please send an email to:



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