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INTERGRAF
European Federation for Print and Digital Communication

Newsflash

SHAPING THE FUTURE OF PRINT

Packaging Conference
Brussels
21 February 2019

Event by Intergraf, FTA Europe & Smithers Pira

FTA EUROPE WE ARE EUROPE | SMITHERS PIRA | INTERGRAF European Federation for Print and Digital Communication

Packaging Conference 2019: are you registered yet?

Intergraf is accepting registrations for our Packaging Conference in Brussels on 21 February. This will be the event of the year for European packaging printers and other professionals from the value chain so don't miss this opportunity: register today!

Packaging Conference 2019 will focus on the growing European packaging industry. Speakers will present about various developments in the sector, as well as consumer perspectives, different technologies, materials and sub-sectors. Participants will also receive the complementary Smithers Pira market report: *European Printed Packaging Trends*. This event will bring together 100+ industry leaders from across Europe. It is the place to be for packaging professionals.

As well as the conference, we have organised a variety of networking activities for you to meet your peers. There will be a Welcome Cocktail, Conference Dinner and visit to the European Parliament. In addition to this, FTA Europe will hold a Press Conference to launch their eagerly-awaited Flexo Best Practice Toolbox.

This event is being organised by Intergraf alongside FTA Europe and Smithers Pira. You can register by downloading the Registration Form from [our website](#) and sending it to Alison Grace: agrace@intergraf.eu.

Confirmed speakers

Kęstutis Sadauskas, Director for Circular Economy & Green Growth at DG Environment, European Commission

Joanna Stephenson, Managing Director of PHD Marketing and Co-Founder of Women in Packaging

Chris Tonge, Executive Director of Ultimate Group

Guy Douglass, Creative Strategy Director at Parker Williams Ltd – Sun Branding Solutions

Prof. Dr. Ir. Peter Ragaert, Professor and Technological Adviser at Pack4Food, University of Ghent

Ania Krolak, Managing Consultant at Smithers Pira

Gerd Bergmann (Moderator), Editorial Director of Flexo&Gravure Global / Flexo+Tiefdruck and G&K TechMedia GmbH



Edited by Alison Grace.
Contact Alison if you have news to share:
agrace@intergraf.eu

Putting industry at the core of the EU's future

“Europe can be proud of its industry. Together we must put it at the core of the EU's future!”

Industry4Europe
Joint Call to the
candidates for the
2019 European
Elections



Hearing at Competitiveness Council, 30 November 2017

The Industry4Europe coalition issues a Joint Call to the candidates for the 2019 European Elections.

As a supporter of the Industry4Europe coalition, Intergraf and many of our national members have signed the recently issued *Joint Call to the candidates of the 2019 European Elections*. This document sets out the Coalition's aim to make industry the priority for EU policy makers, including the future Members of the European Parliament and the future mandate of the European Commission.

The Joint Call is available in 22 languages and for each Member State of the EU.

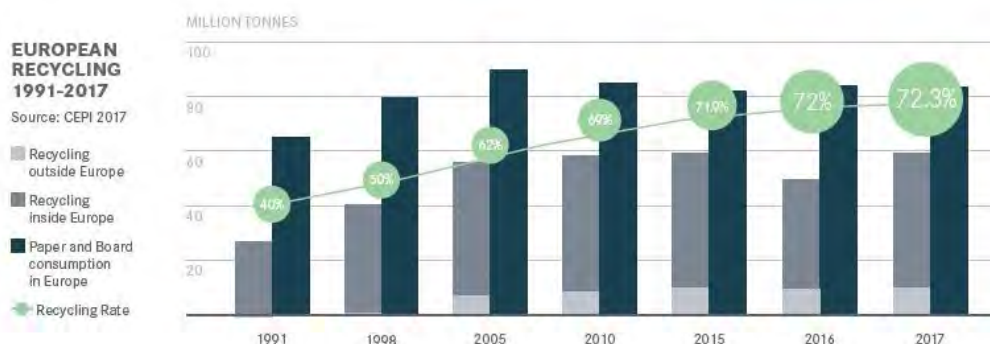
For more information about this news: www.industry4europe.eu

All versions of the document can be downloaded from Industry4Europe's [new website](#). These documents can be shared at both European and national levels. At national level, potential recipients could include MEPs, national political parties (Heads/Presidents, people in charge of communication, industry, economic affairs or European/international affairs) and their staff members. Once known, the Joint Call can also be sent to the candidates' campaign - leaders and staff.

Paper recycling in Europe reaches 72.3%

“On an international level, Europe continues to be the world champion in paper recycling followed by North America. The paper recycling rates of other world regions are improving, but from lower levels.”

EPRC Monitoring
Report 2017



The paper recycling rate in Europe reached an impressive 72.3% in 2017, a further increase on previous years.

The European Paper Recycling Council (EPRC) has released its annual Monitoring Report for 2017 and the news is good. Already a world leader in paper recycling, Europe is edging closer to the paper recycling target of 74% by 2020. Improvements at regional level can also be seen, with fewer countries reporting a recycling rate below 60%.

According to the EPRC, “In 2017, 72.3% of all paper consumed in Europe was recycled. The collection of paper for

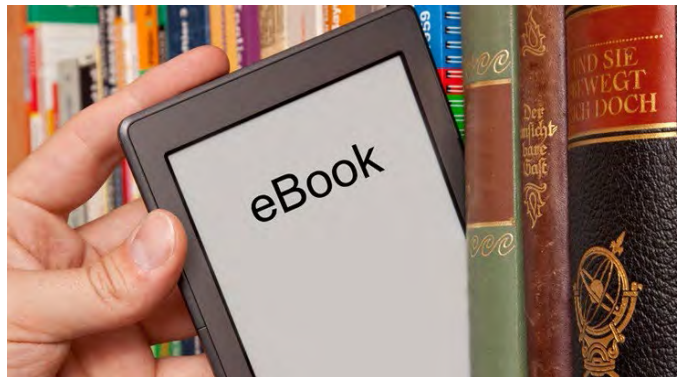
recycling has increased by 0.8% compared to 2016 and reached 59.6 million tonnes. Paper consumption has slightly increased compared to 2016 and reached 82.5 million tonnes. Due to the Chinese waste imports restructure, Chinese imports of European paper for recycling have started to decline. The decline is gradually being balanced by a stronger use of paper for recycling in Europe.

You can download the full Monitoring Report from the [EPRC's website](#).

For more information about this news: lreynaud@intergraf.eu

Reduced VAT rates permitted on e-books and press

On 2 October, the Council of the EU adopted the 2016 Commission proposal allowing Member States to apply a reduced VAT rate on e-books and electronic press, aligning it to printed books and press.



The Council has agreed to allow Member States to apply reduced, super-reduced or zero VAT rates to electronic publications, thereby allowing the alignment of VAT rules for electronic and physical publications. This agreement contributes to the EU's Digital Single Market plan and finalises the long-discussed issue for the time being at European level. The Directive will be adopted without further discussion once the text has been finalised in all official languages.

European industry associations closely following this legislation, for example representing book publishers, magazine publishers, newspaper publishers and more, have welcomed the political agreement. "Lowering the VAT rate on digital press will promote the access of European citizens to press content on all platforms, which plays such a crucial role in European democracy" said Carlo Perrone, ENPA President. "Allowing lower rates to be applied to electronically supplied publications will encourage publishers to continue the high investment in quality contents that enable citizens to build an informed opinion as they report about crucial topics for society and foster the democratic debate."

Under the current VAT rules (Directive 2006/112/

EC), electronically supplied services are taxed at the standard VAT rate - i.e. minimum 15% - whereas publications on a physical support may benefit from non-standard rates. For physical publications (e.g. books, newspapers or periodicals), Member States currently have the option of applying a 'reduced' VAT rate - i.e. a minimum of 5%. Some have been authorised to apply 'super-reduced' VAT

"The EU sent today a strong message by removing a major obstacle to the further development of the digital press market in Europe. This will incentivize new business models and encourage publishers' dedication to provide readers with journalistic content whilst being able to invest in digital technologies."

**Xavier Bouckaert,
EMMA President**

rates (below 5%) or 'zero' rates (which involve VAT deductibility).

The new Directive will allow Member States that so wish to apply reduced VAT rates to electronic publications, as well. Super-reduced and zero rates will only be permitted for Member States that currently apply them to 'physical' publications. The new rules will apply temporarily, pending the introduction of a new 'definitive' VAT system. The Commission has issued proposals for this new system, which would allow Member States more flexibility than at present at setting VAT rates. Agreement was reached at a meeting of the Economic and Financial Affairs Council.

As it is now up to individual Member States to decide the VAT rates for e-publications, some interested parties at national level have already started to lobby their national governments on this topic. In the UK, for example, The PPA (industry association representing professional publishers in the UK) [called on](#) the British Chancellor of the Exchequer Philip Hammond to cut digital VAT in the October budget and "end the tax on reading" (PPA Managing Director Owen Meredith). This call [has been backed by](#) prominent magazine editors in the UK.

"This proposal is part of our efforts to modernise VAT for the digital economy, and enables us to keep pace with technological progress."

**Hartwig Löger,
Austrian Minister
of Finance
(currently holding
Council Presidency)**

"This forward-looking decision marks the end of the unjustified fiscal discrimination between publications in different formats, acknowledging the cultural, social and economic value of books, journals and educational materials in all formats and the technological progress that has taken place in the sector."

**Rudy
Vanschoonbeek,
President of FEP
(International
Publishers'
Association)**

Packaging act regulates German printers

“bvdm has already criticized the high bureaucracy caused by the new law in its comments on the bills and has expressed its concern that this could lead to new costs for printing companies.”

bvdm, Intergraf's German member association



New packaging act in Germany requires operators placing packaging on the market to contribute financially to the recycling system.

As of January 2019, there will be a new regulation governing the use of packaging in Germany. This will impact German printers, as well as other related industries. It will also impact printers importing into the German market. Approved in May last year, the act will come into force in January 2019. Businesses not complying with the new legislation could face fines of up to €50,000 and/or a prohibition in sales.

The aim of the packaging act is to cut

down on packaging waste by promoting recycling and preventing waste. Recycling targets have also been increased as a part of the legislation: 63% for plastic and 90% for metal, glass, paper and board by 2022. Reusable beverage packaging targets have also been increased to 70%.

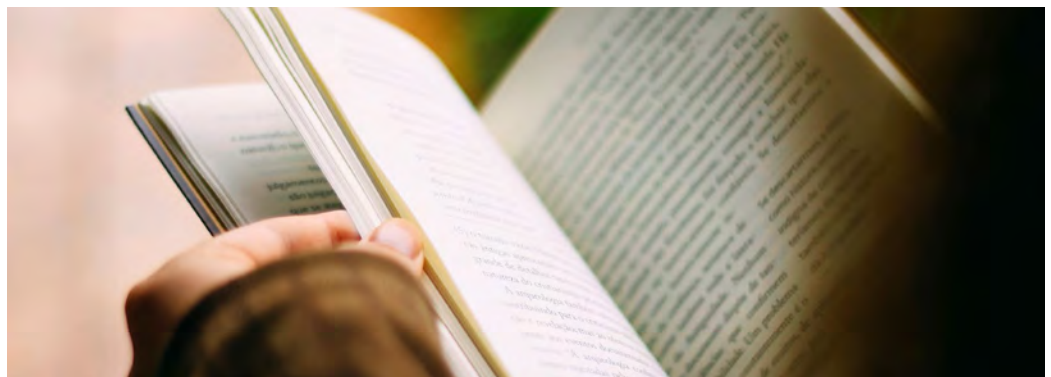
Intergraf's German member bvdm argues that the packaging act could lead to new costs for printing companies. To help inform printers of their new obligations, bvdm have developed an action guide.

For more information about this news: [bvdm website](#) (in German)

Books important for the future in Germany

“Although there is a big trend towards new and digital media products [...], they are still far from being able to overtake, or replace, traditional media products.”

Print.de about Trendmonitors 2018



According to a latest study, people in Germany want to spend more money on books in the future.

One of the results of the research Trend Monitor 2018 (Trendmonitors 2018), which analyses current media trends in Germany, is that people want to spend more money on printed books in the future - including 22% of younger people (16-29 year olds). Other traditional products, such as magazines and newspapers, were also shown to have growth potential.

The Trend Monitor is a report created by the market research institute Nordlight

Research and focuses on the main topic of “Media Consumption in Germany 2018” (Medienkonsum in Deutschland 2018). More than 1,000 German citizens in houses with internet access were interviewed for this study.

The findings showed that media consumption in Germany is huge, with the lion's share of time spent consuming media going to TV and internet video clips. However, more trust is enjoyed by traditional media products.

For more information about this news: [Print.de](#)

Single Use Plastics Directive progressing quickly

Both the European Parliament and Council are finalising their positions on the Commission's proposed single-use plastics Directive.

The European Parliament now has a strong mandate to negotiate with the Council on the European Commission's proposed May 2018 Single Use Plastics Directive. Liability for clean-up costs is one of the most controversial issues in this debate. The Parliament has opted for a shared responsibility between public authorities and polluters. The Council is discussing a percentage of the costs to clean up litter to be born by producers. To minimise administrative costs, Member States may determine financial contributions to clean up litter by setting appropriate multi-annual fixed amounts.

The definitions of 'single-use' and 'plastics' are also under discussion. The debate is on whether 'single-use' means used only once or over a short timespan - NGOs fear that the latter option could make producers market their single-use plastic products as reusable and thereby dodge the ban.

The European Parliament adopted its

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position on 24 October and is extending the list of disposable plastics to be banned in the EU from 2021 to oxo-degradable plastic bags and packets, and expanded polystyrene packaging, in addition to the plastic plates, cutlery, stirrers and straws, sticks for balloons and cotton buds. The Parliament also backed a 25% reduction by 2025 of the use of a range of plastic products for which there is currently no alternative, including single-use burger boxes, sandwich boxes and containers for fruits and vegetables.

Products such as beverage bottles would have to be collected separately and recycled at a rate of 90% by 2025. A reduction target of 50% by 2025 and 80% by 2030 was agreed for cigarette butts – the tobacco industry would also have to contribute to the costs of waste collection under an extended producer responsibility scheme.

Intergraf is monitoring this topic closely and will inform you of any developments.

“Prohibit, reduce, tax, but also replace, warn; EU Governments have many options to choose from. It will be up to them to choose wisely and up to us to keep pushing for more.”

MEP Frédérique Ries, Rapporteur in the European Parliament

Intergraf joins global print industry in China



As a member of the WPCF, Intergraf represents the European printing industry on a world stage. This year the WPCF met in China.

Graphical industry representatives and WPCF (World Print & Communication Forum) members from all over the world met last week in Shanghai, China. Organisations participating alongside Intergraf also attended the largest printing show in 2018 'All in Print China', which attracted a record-breaking 145,811 visits. WPCF members North America, Japan, China, Hong Kong, Korea, Australia, India and Europe were present to share details about their respective industries.

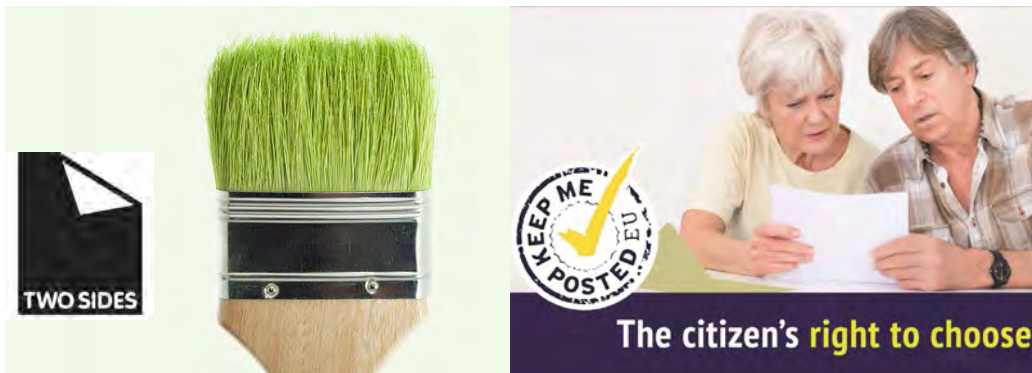
For instance, the graphic industry in

China generates a turnover of CNY 1,3157 billion, with 99,000 companies employing some 2,817 million workers. The growth of the printing industry has reduced from formerly 24% to 10% in 2009, and now 4,6% in 2017. Also, the USA has seen 116 months of economic growth and are expecting a recession in 2019 or 2020. Print manufacturing is one of the biggest sectors in the US. The 43,379 companies in the print and related media sector employ some 881,285 employees and generate a turnover of USD 165,266 million.

“With the theme of ‘Enter the Era of Intelligent Printing’, this year’s AIP [All in Print China] demonstrated results and development trends of printing technologies in recent years, and vividly revealed the vitality and power of printing technology.”

All in Print China
2018 press release

Promoting the image of print



The Two Sides and Keep Me Posted campaigns are both due to meet in London this week for annual events.

Two of the most important campaigns to promote the image of the printing industry are due to hold meetings in London this week. As a supporter of both campaigns, Intergraf will be present at both meetings. Two Sides is holding a Sustainability Group meeting, while Keep Me Posted is hosting a second Campaigners' Day, where national and European campaigns come together to share their experiences and best practices.

Two Sides works to promote little-known facts about paper and to prevent greenwashing, the making of misleading claims about the environmental benefits of a product, service, technology or practice. One of the campaign's latest successes has been to engage two of the

For more information about this news: agrace@intergraf.eu

largest brands in banking and telecoms in the UK (HSBC and TalkTalk) to change their communications messages following discussions with the Two Sides team. These companies join other global organisations such as Sky, Barclays, First Direct, MBNA, O2, Nationwide and the RAC in changing their messaging as a direct result of Two Sides' work.

Keep Me Posted is a collection of campaigns (European and national) which protect the citizen's right to choose how they are contacted (i.e. on paper or digitally) without being penalised. The Campaigners' Day, hosted by Royal Mail, will be the opportunity this year to exchange with equivalent US and Australian campaigns, as well as other national campaigns in Europe.

"For all customer-facing copy, it is important to avoid making any unsubstantiated claims regarding switching from paper to electronic formats."

Brendan McNamara,
Head of NGO
Engagement at
HSBC

Intergraf events

November 8	2018	Intergraf Steering Committee Meeting, Brussels
November 20	2018	Intergraf Board Meeting, Brussels
November 26	2018	Social Dialogue Working Group Meeting, Brussels
February 21	2019	Shaping the Future of Print: Packaging Conference

Intergraf factsheets

*Will be displayed here when new or updated

To access all of our Policy Factsheets, Intergraf members can log into the Members' Area of our website (www.intergraf.eu/members/login), using your association's login details. Factsheets are stored in "Folder - Factsheets". Non-members can contact Alison Grace for more information: agrace@intergraf.eu.

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