



Introducing the new face of Intergraf!

Intergraf is beginning 2019 with a new look. We have a BRAND NEW logo, corporate image and website for you to explore. We look forward to sharing more with you in the coming year!

The printing industry has a long and significant history in Europe, having influenced European development and culture in transformative ways. We proudly celebrate the important history from which our industry was born, but the face of the sector has changed. The graphic industry today embodies both the traditional and the modern. Even companies using traditional printing techniques are now highly digitised, using state-of-the-art technologies and highly efficient digital processes to manage their workflows.

The aim of Intergraf’s new logo and brand is to better reflect our values, mission, market and purpose, as well as illustrating how we see the industry’s future. With an enhanced emphasis on the interplay between past and present, our new logo and brand does just that. It necessarily better communicates

our core message: that the printing industry in Europe is a traditional sector, while also being high-tech, modern, competitive and here to stay in a digital world.

The name “Intergraf” embodies the dynamism and duality of the graphic industry, with “Graf” identifying the industry and “Inter” highlighting both the international nature of our activities and the interplay between traditional and modern, as well as the unstoppable force that is the internet and digitisation. In our new logo, we celebrate this duality visually through the use of a square, representing both a piece of paper and a computer screen.

To present these changes, Intergraf now also has a new website, which we invite you to visit: www.intergraf.eu. You will see more of our new look over the years to come! ■

“The whole event (including the networking) was an amazing experience that I won’t forget. It is an honour to be a part of the Intergraf community.”

Theresa Muecke, winner of Intergraf Student Award 2018

Thank you to everyone who made 2018 such a successful year!

The last year was a busy one for Intergraf, with a growing number of events taking place, as well as many important policy developments at European level and the launch of the **Intergraf Student Award**.

2018 began in earnest with the Magazine Seminar in February, the third edition of our sector-specific event series: Shaping the Future of Print. We heard from a range of high-level speakers in the magazine sector, including The Economist, BBC Worldwide, FIPP and Readly UK. Our year of events continued with the General Assembly and Print Matters for the Future conference in Milan in May/June, where Intergraf members met to share experiences and hear the views of industry experts. Event season closed in September with the Directors’ Conference in Vilnius, Lithuania. Also not to be forgotten is the Intergraf Security Printers International Conference & Exhibition, which last year took place in Dublin, Ireland in March with over 900 participants.

Another notable achievement of 2018 was the launch of the Intergraf Student Award, which awards one student annually for their outstanding work on a relevant topic for our industry. Creativity and innovation is supported by research and Intergraf wishes to support students producing excellent work in our field. With the Student Award, Intergraf also aims to foster stronger links between the printing industry and its future workforce. Entries are currently being accepted for the 2019 award.

One of the key EU policy developments in 2018 was the coming into force of the General Data Protection Regulation (GDPR) on 25th May. This legislation has been a long time in the making, with discussions on the topic ongoing for many years. Environmental matters were not outdone, notably with the revision of the STS BREF which sets environmental permit conditions for the sector. 2018 has also seen the KeepMePostedEU campaign grow and the birth of new national campaigns.

Thank you to everyone we have interacted with over the last year - happy new year! ■



Magazine Seminar, Brussels



Print Matters conference, Milan

What's coming up in 2019

With the **Packaging Conference**, as well as our other regular events, the next year will not disappoint. Recruitment will be high on our agenda with the **COSME project**, as will European policies affecting the industry.

Packaging Conference 2019 ([website](#)) will take place on 21 February in Brussels. 100+ industry leaders will be joining this event from all over Europe. This edition of our Shaping the Future of Print event series is organised in cooperation with FTA Europe, the European umbrella organisation for flexo printing and Smithers Pira, renowned research institute. Spaces are still left at this event - register today! Our Print Matters for the Future conference in London in May also presents an opportunity to learn about key industry developments. This year's Print Matters event is being organised in conjunction with the World Print & Communication Forum (WPCF) so it will also give participants the opportunity to network with colleagues from all over the world. Registration will soon be open for this event, held alongside Intergraf's annual General Assembly. Finally, the Directors' Conference is due this year to be held in France.

There are also a number of industry and European developments which Intergraf will continue to work on. For instance, the pressure on production costs initiated in 2018 will continue to be a challenge in 2019. Intergraf will continue to provide regular information on paper price developments.

The revision of the EU Ecolabel, the preparation of a future Regulation on printed food contact materials, as well as the expected review of the EU Timber Regulation will

“During an election year, advocacy work is not totally put on hold. Technical discussions are in business-as-usual mode and this is the right time to present the sector and our issues to upcoming MEPs.”

Laetitia Reynaud, Policy Advisor at Intergraf

also be among the priorities of Intergraf in 2019.

Please turn over for more information about Intergraf's involvement in the COSME project and the latest economic news. ■

COSME project on recruitment preparing to launch

As reported at the end of last year, Intergraf has been awarded the opportunity to coordinate an EU-funded COSME project on a future skills and recruitment strategy for the printing industry.

Recruitment and the fulfilment of future skills needs are some of the most crucial challenges facing the graphical sector in the coming years. All over Europe the average age of the workforce is creeping upwards and younger people are less likely to take up jobs in the graphical industry, with many potential recruits harbouring misconceptions about the sector. Initiatives to promote the image and desirability of the graphical industry are needed to help address some of these challenges and to aid with recruitment. Intergraf is grateful to have been offered the opportunity to help address some of these issues.

Under the COSME funding programme, the European Union aims to support the competitiveness of Small and Medium Sized Enterprises (SMEs). Our project, entitled SPPRING (Skills for the Paper and Printing Industries Next Generations), will address the skills and recruitment needs of the paper-based value chain (pulp & paper manufacturing and paper-based printing). Intergraf will coordinate this project, on which we will also work with the paper industry. The project will last for 18 months, beginning at the start of 2019. Our consortium has been awarded almost €800,000 to fulfil the project's objectives.

Consortium partners from

Austria, Belgium, Germany, Italy, Slovenia and the Netherlands, alongside experts from various other countries, will work together on this project. A work plan

“Intergraf has worked very hard to win this tender and looks forward to sharing the project’s concrete outputs with the sector.”

Beatrice Klose, Secretary General of Intergraf

will first be established, followed by two Work Packages identifying, mapping and analysing education and training frameworks, contents and pathways for current and future skills. Following this, future-relevant skills and education/training will be identified and a recruitment strategy and toolkit developed. Finally, conclusions and recommendations will be made. The kick-off meeting for SPPRING will take place in Brussels in January. ■

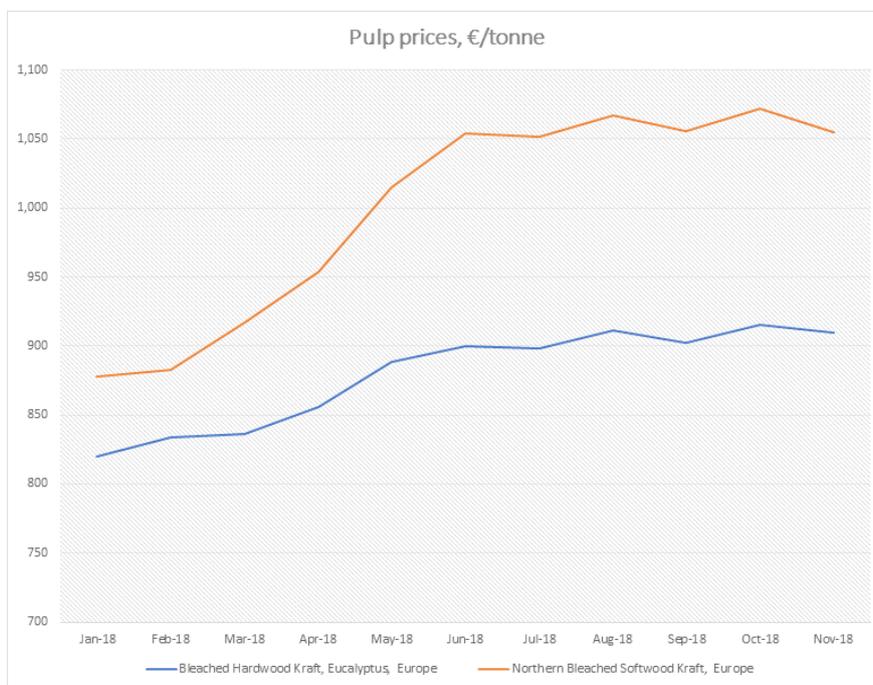


WordSkills UK, flickr

In December 2018, there was not any major change in the price of graphic papers in Europe. Nevertheless, negotiations on the 2019 prices had started in October and increases have been announced by paper producers. For most grades, producers are seeking a further increase by up to 8% in early 2019.

There are some more positive news for the development of pulp prices. The price level in November decreased. This would mainly be due to a market slowdown in China and increasing availability of pulp in Europe. If reductions continue, it will only be in a controlled manner – a price collapse is therefore not expected. This may have a positive impact on graphic paper prices in the coming months. ■

Paper prices continue to rise into 2019



Romania embarks upon first EU Council Presidency

As of 1 January 2019, Romania took over the rotating presidency of the Council. They will hold the position until the summer, when Finland will take over the role.

Romania has now begun their first presidency of the Council of the EU, taking over from Austria. They are the first country in the partnering trio of Romania, Finland and Croatia to hold the presidency. Every trio set long-term goals and prepares a common agenda determining the topics and major issues which will be focused on. More detailed programmes are prepared by each individual country.

The Romanian Presidency's motto is: "cohesion, a common European value, understood as unity, equal treatment and convergence." The presidency will focus on for main priorities: Europe of convergence, a safer Europe, Europe as a strong global actor and Europe of common values.

For more information about the new Presidency you can refer to their website: www.romania2019.eu. ■



YO DECIDO
CÓMO RECIBO



Telefónica



Telefónica, Orange and Vodafone fined in Spain for not respecting consumer rights

In a great success for the Spanish Keep Me Posted campaign, several telecommunications companies have been fined over €3m for undermining consumer rights.

Yo decido como recibo (I decide how I receive), the Spanish Keep Me Posted campaign, achieved a laudable success at the end of 2018. A €3m fine was levied against some of the largest telecommunications companies in Andalucía for unfair business practices, including the imposing of electronic invoicing on customers without their express consent and the subsequent charging of a fee to revert to paper billing.

The President of the Federation

of Independent Consumers Users, Gustavo Samayoa, said that “With the efforts of all parties, we expect the affected companies to reconsider their practices and decide to comply with the Law and respect the consumer’s right to choose the format of your bills.”

This demonstrates the efficiency of the Keep Me Posted campaigns. Intergraf continues to be an active supporter of the Keep Me Posted EU campaign.

For more information you can refer to [El Pais’ news](#) (EN). ■

Events

- 16 January, SPPRING Project Kick-Off Meeting, Brussels
- 7 February, Social Dialogue Steering Committee Meeting, Brussels
- 19 February Board Meeting, Brussels
- 21 February, Packaging Conference, Brussels

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