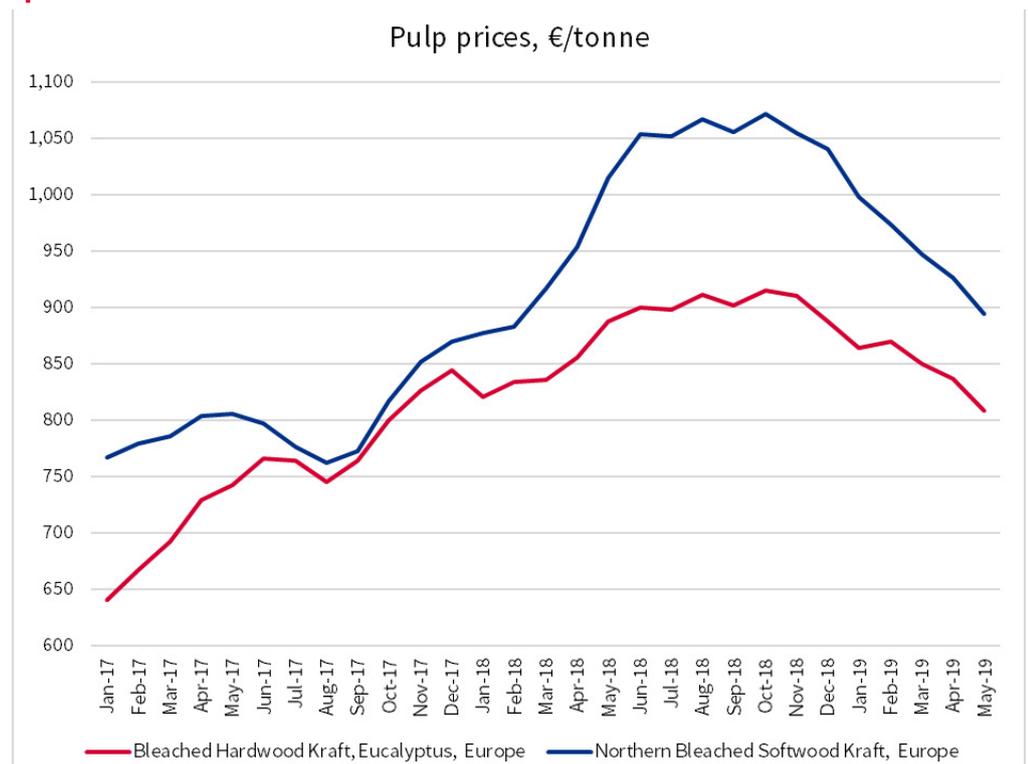


## PAPER PRICES BEGIN TO STABILISE

Following the general graphic paper prices increase in 2017 and 2018, the situation began to stabilise during the first quarter of 2019. Signs of improvement are also showing in the second quarter of 2019.



In 2017-2018, graphic paper prices increased by 15% to 25%, varying on the paper grade and the country. Newsprint prices increased by approximately 25% across Europe.

Prices stabilised in February to April this year for all grades. Some grades even moved downwards in May and June. Woodfree coated paper has, for instance, lost 2.5% of its value in the last two months.

Newsprint and lightweight paper prices have been stable since

January 2019, but have not yet showed signs of recovery.

The price of pulp was one of the reasons for the increase in graphic paper prices. However, pulp prices have been decreasing since September 2019 and are about to reach the price level of early 2017 (see graph).

There is no clear sign yet that the demand for graphic paper has been significantly impacted by the increase in paper prices. ■





## DICK NAAFS JOINS INTERGRAF'S BOARD

**Dick Naafs, President of KVGGO, Intergraf's Dutch member association, is the newest member of our Board. He will take over full representation of the Netherlands for Intergraf following Cees Verweij's departure in mid-2020.**

Intergraf welcomed the opportunity to sit down with Dick and discuss his new role as President of KVGGO and work as an Intergraf Board Member. Alongside Cees Verweij (President of Intergraf until he steps down at the 2020 General Assembly), Dick will represent the Netherlands on our Board.

### **What is your role at KVGGO?**

For the last three years I have been a member of KVGGO's board, the Dutch organisation representing printers in the Netherlands, and President since the end of May.

### **What is your background?**

After studying Commercial and Business Economy, I moved to Bern, Switzerland to work at Hallwag AG, a publishing and printing company - also known for the red cartography maps. After this, I moved to the USA where I worked in several companies in the Boston area.

Since 1984, I have been a publisher and owner of a printing company, located in the centre of the Netherlands. In 2007 we bought an advertising company and in 2014 two more printing companies. In 2018, I decided to sell the still healthy companies. It was a very difficult decision to say goodbye to the people I worked with for so many years, but I still represent the companies who bought my firms and am happy with this.

### **What would you like to achieve in your new position at KVGGO?**

I would like KVGGO to facilitate

more partner printing and publishing organisations, as well as to help train printers to protect and make more out of their businesses through training and seminars.

### **You are also due to join Intergraf's Board. What would you like to achieve in this capacity?**

A very good question and I do not have the answer yet because I do not know enough of Intergraf and your work to decide what my role should be. What I do know is that I love to cooperate with other board members, talk with them and to get to know them better. I speak good English and German, a little French, and I am following a course in Italian - this in advance will help!

### **How do you see the printing industry evolving in the Netherlands? What are the challenges?**

How to find the best mix in what you supply and deliver to your client in communication and combination with print.

### **What are the opportunities?**

As a printer, you know your client and what they expect, so you print better than other suppliers. Print is a personal business, also online!

### **What do you see as the most crucial future trends and technologies?**

Data. Find and explore the right data from your clients and the market to change your production to what your clients and the market really want - not only what you can produce.

### **What advice do you have for printers?**

In Holland I would say find each other to gain money for innovation in print, change a part of the plant from offset into digital print, and dare to make the decision to let work go to your competitor and focus on your niche market.

### **Outside of the office, what are some of your interests and pastimes?**

A lot! My family and good friends, sports, Rotary and a social life in our village. I also spend time in social work and caring for people.

### **Do you have any message(s) that you would like to communicate to your European colleagues?**

We share a beautiful business through which we are in contact with all kinds of people and businesses. We create products with a beautiful result which make people happy every day.

Let us share questions about the future and learn from each other. This can and will help us to make the right decisions in our industry. I have done this for many years with colleagues in the Netherlands and it has brought me a lot. Be honest and open with each other and you will get the answers you are waiting for.

### **Is there anything else you would like to add?**

I look forward to becoming a good member of Intergraf getting to know my future international friends. ■



## EUROPEAN ELECTIONS: WHAT'S NEXT?

All eyes and ears in Brussels are currently focused on the European institutions, which, following the May elections, are in the process of getting organised for the upcoming 2019-2024 legislature.

The Council of the European Union has published a [new strategic agenda for 2019-2024](#), while in the European Parliament political groups are being formed and their leaders selected, with the allocation of MEPs to different committees due in September. Key changes so far include a name change for the ALDE group to “Renew Europe” (formerly the Alliance of Liberals and Democrats for Europe), as well as their election of a new group leader: ex-Romanian Prime Minister Dacian Cioloş. The S&D group (Socialists & Democrats) have elected Spanish MEP Iratxe García as their new leader, while the EPP (European People’s Party) re-elected German Manfred Weber. The President of the European Parliament will be elected in early July.

The European Commission Presidency is also still under discussion by heads of state and government, who have until now been unable to agree on a candidate. Under the spitzenkandidaten system (which was used for the first time to appoint outgoing President Jean-Claude Juncker), the nominee of the largest political party is offered the Commission Presidency. Under this system, Manfred Weber (EPP), would become Commission President. However, following recent criticism, the spitzenkandidaten system may not be followed this year, meaning that a surprise candidate may be appointed. The President and their team decides on the organisation

of the Commission, allocating portfolios and making changes to this at any time, as well as determining the policy agenda and priorities.

Whatever the make-up of the new legislature, it will have an impact on Intergraf’s work over the coming 5 years. Although it is not yet clear what the new Commission’s priorities will be, we are expecting to see some important files in the hands of the Council and the European Parliament in the coming years. One may be the EU Timber Regulation, when the Commission decides to review the scope. Another issue is the upcoming Regulation on printed Food Contact Materials, which will have to undergo a regular legislative procedure. Food safety is typically an issue which attracts a lot of attention from politicians. Regarding social affairs, the Commission has lately been informally discussing measures relating to gender equality, so initiatives are also possible in this area.

Following the elections, the European Parliament is also now more fragmented, with smaller parties like the Greens and far-right populists gaining ground, and the largest centre parties, EPP and S&D, no longer enjoying a majority. The “green wave”, for example, will likely result in issues relating to the environment, and social and economic justice, gaining importance in policymaking.

Intergraf will provide updates in due course. ■



## PRINT AND PAPER SPECIALISTS DEVELOP SOLUTIONS TO SKILLS AND RECRUITMENT CHALLENGES

70 delegates attended the SPPRING project workshop in Graz, Austria on 6 June to tackle pressing skills and recruitment challenges in the paper value chain.

Intergraf and CEPI, the Confederation of European Paper Industries, brought together key stakeholders in the print and paper industries to exchange views on current and future training and recruitment needs.

The workshop was opened by Georg Konetzky, Head of Department for National Market Strategies at the Austrian Ministry for Digital and Economic Affairs, followed by European Commission representative

Constanze Veeh.

Then, in three breakout sessions, representatives of printing companies, schools and universities, trade associations and recruitment specialists shared their experiences and contributed ideas to the forthcoming skills and recruitment strategy for the sector.

You can find more information about this event in our [Press Release](#). ■

## NEW MEPS URGED TO SUPPORT KEEP ME POSTED EU

The Keep Me Posted EU team has participated in a series of meetings with outgoing MEPs who have offered important support to the campaign for the last 5 years. They urge new MEPs to offer similar support.

Keep Me Posted EU is committed to working together with MEPs in the new Parliament to protect the citizen's right to choose between paper and digital communications. The campaign has received strong support from MEPs during the last 5 years, some of whom the coordinating team met with recently to offer our thanks and discuss the future of the campaign.

Heinz Becker MEP (EPP, Austria) stated that "I want to recommend

all new MEPs [...] to cooperate with this idea because all of our citizens deserve to have the choice between digital and mail communication." Lucy Anderson MEP (S&D, UK) also encouraged "any new Member of the European Parliament to help with this campaign, to support it, and to talk to all of their constituents about it and why it matters."

You can watch MEPs' full video messages [here](#) and/or find out more about the Keep Me Posted campaign on the [website](#). ■



*“The current classification of economic activities limits the description of printing activities to mainly printing of publications. This review process is the opportunity to better define the wider spectrum of activities of the European printing industry.”*

Laetitia Reynaud, Intergraf  
Policy Advisor

## NACE CLASSIFICATION UNDER REVIEW

The European statistical body EUROSTAT has launched a review process of NACE, the European statistical classification of economic activities. In June, Intergraf was consulted on our sector.

The NACE classification is the basis to assess the turnover, number of companies and number of employees in the industry. It also provides the basis for PRODCOM, the classification of the production value of products.

Our sector is currently classified into the following categories: Printing and service activities related to printing; Printing of newspapers; Other printing; Pre-press and pre-media services; Binding and related services.

Although the current classification is not ideal, we have not proposed to change the structure at this stage. We suggested instead to clarify the scope of ‘other printing’ by adding, for instance, printing activities like large format printing and decorative printing. We also proposed to adapt the wording to new technologies and clarify the classification of graphic design.

For more information about our contribution to this review, contact Laetitia Reynaud: [lreynaud@intergraf.eu](mailto:lreynaud@intergraf.eu). ■

## FINLAND BEGINS COUNCIL PRESIDENCY

On 1 July, Finland embarked on their third Council presidency. They are the second in their “trio”, established to set long-term goals and maintain continuity of the EU agenda. Finland follows Romania and precedes Croatia.

For the next 6 months, Finland has taken over the rotating chairmanship of EU Council meetings. They will continue to follow the broad [work programme](#) agreed in their presidency trio with Romania and Croatia, as well as their own, more specific [work programme](#). Finland will focus in particular on sustainability, with this theme dominating all meeting arrangements and their work programme, which is entitled “Sustainable Europe - Sustainable Future” and

showcases an image of a forest. For more information visit the Finnish [presidency’s website](#).

Significantly for Intergraf and the print value chain, Finland’s economy relies more heavily on forestry than many other countries in Europe. An in-depth knowledge of, and a potential sympathy for, issues relating to this topic can be expected from Finland. They will also “promote an active industrial policy for the EU”, which is in the interests of the printing industry. ■



## NEW CONTACTS FOR INTERGRAF COMMUNICATIONS UNTIL JANUARY 2020

For the next 6 months, Intergraf's communications will be managed by the team at our Brussels office and a temporary Communications & PR Assistant ([office@intergraf.eu](mailto:office@intergraf.eu)).

Communications & Policy Officer at Intergraf, Alison Grace, will be away on maternity leave starting from mid-July 2019. Following some quality time with her new daughter, Alison looks forward to returning to her role in early January 2020.

Alison's tasks will be covered by the existing Intergraf team, with

the help of a Communications & PR Assistant. Until the end of 2019, please contact the following team members with any queries relating to Alison's work:

- **Communications / Intergraf General:** Communications & PR Assistant ([office@intergraf.eu](mailto:office@intergraf.eu))
- **Social Dialogue / Social**

**Affairs:** Beatrice Klose ([bklose@intergraf.eu](mailto:bklose@intergraf.eu))

- **Keep Me Posted EU / Consumer Affairs:** Laetitia Reynaud ([lreynaud@intergraf.eu](mailto:lreynaud@intergraf.eu))
- **Events / SPPRING project:** Annie Scanlan ([ascanlan@intergraf.eu](mailto:ascanlan@intergraf.eu)) ■

## Events

- 7-10 September, Intergraf Directors' Conference 2019, Bordeaux (FR)
- 21 November, Social Dialogue Working Group, Brussels (BE)

The Intergraf Newsflash is edited by Alison Grace.  
Contact Alison if you have news to share:  
[agrace@intergraf.eu](mailto:agrace@intergraf.eu) | +32 (0) 2 230 86 46

