

# FTA Europe News

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# Diamond Awards 2022: FTA Europe announces the flexo-event of the year!



You heard it here first! FTA Europe will host the Diamond Awards 2022 on the 5th of May 2022, on the occasion of the Print4All exhibition (3 – 6 May), in Milan, Italy.

Winners of national flexographic printing awards of all of FTA Europe's members will be entered into the Diamond Awards to compete at European level. The Awards will feature the best flexo products in 14 different categories including also one international category and, of course, the very coveted "Best in Show".

The last 18 months were challenging for the entire world. We are thankful that we still had the opportunity to celebrate excellence in flexography and bring the flexo community together in our virtual Diamond Awards 2021.

Next year's awards will be celebrated in-person in the beautiful city of Milan. Of course, we will ensure that we celebrate the best in flexo in the safest way possible.

Remember to keep an eye on our [LinkedIn](#) page and [website](#), as we will announce more information about the FTA Europe Diamond Awards 2022 soon.

**"We are committed to make this an unforgettable award show!"**



## Flexo Best Practice Toolbox: expert knowledge and practical advice in one ebook



- Higher productivity
- Consistent production of high quality and safe results through videos and pictures
- Enhanced environmental performance due to reduced waste
- Improved understanding and teamwork across the workflow chain

Apply industry best practices by ordering your Flexo Best Practice Toolbox copy [here](#).

Not convinced yet? You can download a **free sample** of the Toolbox by visiting [this link!](#)

For bulk orders and copies destined for educational institutions, please contact FTA Europe at [info@fta-europe.eu](mailto:info@fta-europe.eu)

Have we introduced you to FTA Europe's Flexo Best Practice Toolbox? The "Toolbox", as we like to call it, is a technical eBook for trained users, printers and suppliers working in flexographic printing. The project is led by FTA Europe, and is developed with the scientific expertise of icmPrint, the International Centre for Manufacture and Print. Developed by international cross-industry experts, the Toolbox is a best practice and easy to use reference tool with the purpose to help users achieve predictable results every time.

You can download your copy of the Toolbox, simply by using any Apple or Android device and going to the FTA Europe webstore. It is currently available in English, Italian, Dutch and Portuguese, for iOS and Android devices - and will soon be translated in French, Spanish, and German!

The Flexo Best Practice Toolbox presents major benefits for all printers and suppliers:

- Decreased time and costs

### Toolbox Webinar

Watch this space! In the following months, FTA Europe will organise a webinar where you will be properly introduced to the Flexo Best Practice Toolbox.

Date TBA – stay tuned!

## FTA Europe welcomes Felix Böttcher as associate member!



We are excited to announce that [Felix Böttcher](#) joins FTA Europe as our first associate member.

The global supplier joined FTA Europe as an associate member in September 2021. This makes them the first associate member to join FTA Europe.

Felix Böttcher is a leading international supplier to the printing industry for generations and currently employs around 2000 people worldwide. The traditional company, founded in 1725, is the world market leader for the covering of sleeves, rollers, and supplies for many well-known machine manufacturers, and is involved in offset, digital, gravure, or flexographic printing processes.

Felix Böttcher sees the flexo industry growing, thanks to a continuous development process. This includes not only the printing presses but also all materials involved, including substrates, inks, anilox rollers and the printing forms based on photopolymer or elastomer. Thanks to this development, packaging products produced with flexo are now considered as a real competition to offset and rotogravure. This growth is also evident on other continents. Nevertheless, Europe is often the pacemaker for the steps into future technology. Felix Böttcher believes our industry will be even more concerned with the issue of sustainability, like all companies that are active in the field of packaging. These developments require trustful cooperation between different companies

specializing in the different components in a flexo printing unit.

**“We believe that a meeting platform like FTA Europe is a key part to future success and will increase the market share of flexographic printing in general. We are honoured to join FTA Europe and we are looking forward to be a contributing member of the association.”**

FELIX BÖTTCHER ON JOINING FTA EUROPE

### Associate Membership

FTA Europe membership is not only open for national flexo associations. We offer the option of associate membership to individual companies, so they can also benefit from our strong network, receive brand exposure and exclusive information – and of course have the chance to shape the future of flexo with us!

Learn more about our associate membership by visiting our [website](#) or send us an email, at [info@fta-europe.eu](mailto:info@fta-europe.eu).



## Have you read our Guide to Applying Food Contact Materials Legislation?

FTA Europe and Intergraf have published their joint Guide to Applying Food Contact Materials Legislation, a public document aimed at printing and converting companies making printed food contact materials. The guide can be found on [FTA Europe's website](#). FTA Europe partnered with Intergraf, the association representing the European graphical sector, to create a guide to the applicable legislation and the basic legal requirements for food packaging printers.

The guide brings together all legal requirements and should be viewed as the essential best practice advice for printers to follow, especially in the absence of a clear and harmonised legal framework. The guide's relevance is growing, as currently, the European Commission is reviewing all legislation applicable to food contact materials and will present new legislation in 2022.

All producers throughout the food contact material supply chain must fulfil their obligations under EU and national rules. With this in mind, the guide provides an ordered checklist, as well as templates for the all-important declaration of compliance (by substrate) which printers may use.

### Webinar on Applying Food Contact Materials Legislation

Another webinar is on the line!

Soon, the Guide to Applying Food Contact Materials Legislation will have its own webinar.

It is highly recommended for food packaging printers to follow our webinar (of course, free of charge), which will give an overview of EU food contact materials legislation in the pipeline, along with helpful hints on how to use the FTA Europe guidance document.



JUNE 2021 version 1.1

INTERGRAF AND FTA EUROPE

### GUIDE TO APPLYING FOOD CONTACT MATERIALS LEGISLATION



GUIDANCE DOCUMENT

## EFIA UK: Print Awards 2021



Judging has taken place for the EFIA Print Awards 2021 and at the celebratory event on November 4th, we will find out which businesses will take home top honours in the flexo sector.

As ever, the awards celebrate the best and brightest across the UK's flexographic sector. After a year that went off the rails, EFIA UK is back on track and ready to shine a spotlight on the UK's talented flexo businesses. Gold winners at the EFIA Print Awards will also go through to next year's FTA Diamond Awards.

This year, the awards Gala Dinner is being held on Thursday 4th November at a covid-conscious event in the National Railway Museum, York, with plenty of open and indoor space.

The EFIA Print Awards are the only awards dedicated to the UK flexo market, showcasing the outstanding talent and innovation that the United Kingdom has to offer.

This year, the ceremony is hosted by impressionist and comedian, Jon Culshaw.

Plus, award winners will be announced by Alan Dedicoat, better known as the National Lottery's 'Voice of the Balls'. As the famous slogan asks... could it be you?

To book your place at the awards, contact [admin@efia.uk.com](mailto:admin@efia.uk.com)

Spaces will be limited, so be sure to book early and avoid missing out!



## EFTA Benelux to celebrate 40th anniversary in Antwerp

Like in many sister organisations, most of EFTA Benelux's activity has taken place online throughout 2020-2021. EFTA's renowned Flexo Academy, spread out over 5 days and hosted by EFTA member companies, was converted into a series of 6 1.5 hour online Masterclasses in 2021 in total, after 5 sessions, more than 50 member company representatives have taken part in this series. In 2022, EFTA's Flexo Academy will return on the calendar, albeit in a hybrid format, mixing in-depth, "hands-on" live sessions on location with focused online "learning webinars".

The planned introduction of the Flexo Technical Theme Days had to be postponed till 2022. It was felt that for these sessions, intended to take shape as 'intervision' meetings bringing together multidisciplinary experts for peer-to-peer discussions on specific themes related to flexo technology, an interactive live format is preferred over online.

Finally, after 1.5 years, the association is expecting to meet live again on the occasion of the 4th edition of the EFTA Benelux Flexo Awards, scheduled again to take place at the Hilton in Antwerp. For this edition, almost 140



entries were submitted in 16 classes. The judging took place on 8 October at the EFTA Benelux secretariat in The Hague.

On the occasion of this prestigious event, the association will also celebrate its 40th anniversary. Editors Roel Seele (EFTA President) and Jules Lejeune (Secretary-General) have put together a special, extended edition of the association's newsletter EFTA!, reviewing the association's history and achievements and looking forward to the next 10 years on its way to the Golden Jubilee.



## ATF Flexo: Upcoming events

### ATF Flexo's 22nd Congress

To end the year in style, ATF Flexo France is organizing its 22nd Congress on December 16th in Chamonix.

This unmissable annual meeting will be organized in a friendly atmosphere and will focus on a specific topic.

In the early evening, the winners of the national flexostars 2021 competition will be announced.

The day will end with ATF Flexo's well-known gala dinner.

### Welcome to "Le Club"

ATF Flexo launches a new event series!

On the 28th of September, the first dinner of "Le Club" took place. More dinners will follow, with the presence of personalities of the packaging industry.

These dinners aim to bring together leaders from the world of design, packaging, and organise

original encounters and present less known professions.

The objective is to share different points of view, exchange between peers and expand our horizons.

For this first dinner of the Club, ATF Flexo invited Patrick Veyssière, founder of the agency "Dragon Rouge" and Sophie Chenel, president of "PROCEDES CHENEL", to share their vision of design "Create Generously", during a dinner designed and staged by Sandra Biaggi, designer and founder of "LINKEAT - nourrir nos liens".

In the early evening, the winners of the national flexostars 2021 competition were announced.

The day ended with ATF Flexo's famous gala dinner.

# L'ATF LANCE LE CLUB.

**MARDI 28 SEPTEMBRE À 19H**  
ATELIERS PROCEDES CHENEL

**IL VISE À RÉUNIR DES DIRIGEANTS DU MONDE DE LA CRÉATION, DU PACKAGING, AUTOUR DE RENCONTRES INSOLITES ET/OU DE MÉTIERS MÉCONNUS. L'OBJECTIF EST DE PARTAGER DES POINTS DE VUE, D'ÉCHANGER ENTRE PAIRS ET D'OUVRIER NOS « ŒILLÈRES » LE TEMPS D'UNE SOIRÉE**

*La première soirée du Club aura lieu le 28 septembre réunira dans les ateliers de « PROCEDES CHENEL » Architectes de Papier, Patrick Veyssière fondateur de l'agence Dragon Rouge qui partagera sa vision de la création « Create Generously » et Sophie Chenel la fondatrice de PROCEDES CHENEL, autour d'un dîner conçu et scénographié par Sandra Biaggi, designer et fondatrice de « LINKEAT - nourrir nos liens ».*

DRAGON ROUGE



association  
technique  
française de  
flexographie  
**ATF**  
FLEXO

PROCÉDES CHENEL  
Architectures de papiers



## Events

### 2021

#### NOVEMBER

04/11/2021 EFIA's national flexo awards, York, UK

10/11/2021 EFTA Benelux's national flexo awards, Antwerp, BE

17-18/11/2021 ATIF's national flexo awards and Flexo Day, Bologna, IT

#### DECEMBER

16/12/2021 ATF Flexo's 22 Congress, Chamonix, FR

### 2022

#### MAY

3-6/05/2022 Print4All Exhibition, Milan, IT

05/05/2022 FTA Europe Diamond Awards, Milan, IT



Masterclass #6: technical flexo printing: solvents, residual solvent content, surface tension and pre-treatment ([25 November](#))

Sign up for the Masterclasses (in Dutch) [here](#).

# Packaging and Packaging Waste Directive: revision ahead

The Packaging and Packaging Waste Directive (PPWD) is expecting a revision in the last quarter of 2021, as the European Commission prepares to propose new measures for preventing packaging waste. As the Commission is currently looking into enforcing new targets for recycled content as well as imposing the use of specific materials, European plastics producers ask for a 30% recycled content target for plastic packaging by 2030 (Source: [ENDS Europe](#)). The Commission has set that 55% of packaging waste needs to be recycled, which makes the 30% recyclable content target for packaging a viable percentage by 2030.

Good news is, the Commission recognises that the higher costs of recyclates in comparison with virgin materials, along with their limited availability and quality, create a disruption towards a functional market.

Plastics producers are calling for further investment in collection, sorting and recycling infrastructure and technologies, including chemical recycling, with the latter being seen with scepticism by some.

This summer, the [CEFLEX](#) initiative, shared their position paper on the Packaging Waste Directive (PPWD) revision. FTA Europe supported the position paper, and especially the provision against the 95% target material recyclability threshold. The target requests that 95% of flexible packaging is recyclable, which threatens not only the entire packaging value chain, but the economic and environmental targets of the Circular Economy Action Plan as well.

Light weight and recyclable materials such

as flexible packaging play a vital role in achieving the EU Green Deal objectives of climate neutrality.

Functional materials such as food protection barriers, inks and other materials are important components in the production of flexible packaging. Keeping this threshold at 95% may incentivise companies to increase the weight of the structural component in order to reach the target. This contradicts the objective of the PPWD to minimise packaging waste and prevent negative environmental impact.



## Industry News

### Second European consumer packaging perceptions study

A study conducted in eleven countries by Perspectus Global and commissioned by Pro Carton presents the views of consumers on different packaging and environmental issues. The study showcased that:



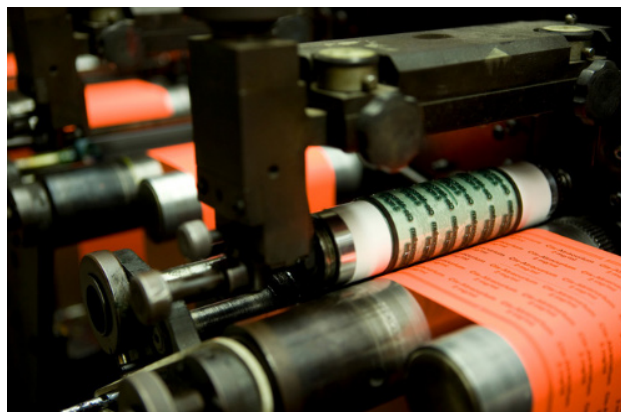
- COVID-19 raised consumers' environmental concerns
- Increasing recycling rates is the second preferred solution to combatting climate change
- More than half (58%) of those surveyed said they were now recycling more compared to the previous year and over half had reduced the number of products packed in plastic that they buy
- Shopping habits are transforming: 61% of consumers said that the environmental impact of packaging affects their purchasing decisions – in fact, when presented with the choice, less than 9% of the study's participants would go for the plastic packaging
- Almost two thirds of consumers have changed products because they had packaging concerns – especially the younger consumers, while three quarters would be prepared for an increased cost for environmentally friendly packaging.
- The majority (96%) agreed that governments and companies should strive more for environmentally friendly practices.

Read more [here](#).

### Global flexographic printing machine market valued to be \$2.9 billion by 2026

Great news about our industry! The global flexo machine market is steadily growing and is expected to reach \$2.9 billion by 2026.

Read more [here](#).



### SIG Connected Pack: Unlocking the potential of QR codes

SIG conducted a study on the perception of QR codes on packaging in Europe and Brazil. Looking on how consumers perceive QR codes gives interesting insights: The majority of European consumers believe that QR codes are innovative (70%), useful (67%) and easy to use (67%).



Read more [here](#).

# Partners

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## WHY VISION?

- ✓ Integrated Print Monitoring
- ✓ Intelligent Inspection & Analysis
- ✓ Intuitive Operation



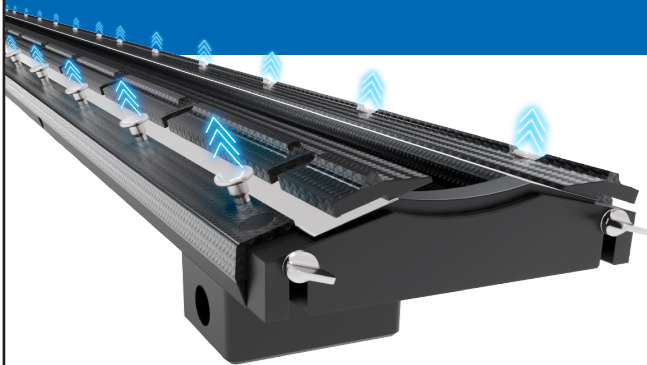
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