

Website Update

July
2021



Current Situation



- It seem that though COVID in China, America, Europe is quite controllable but in South East Asia is reaching the 2nd peak. Indonesia is very bad with more than 40.000 daily case
- Exhibitions in some country already on such as China and America, Australia will be offline again by end of the year
- ACCA website can not be succed for advertisement without the help of ACCA members – who have the power to the advertisement (Suppliers)
- Everything webinar now... including ACCA meeting today
- Webinar is good to :
 - Get in tough with others
 - Get more information technically and socially
 - Extend our knowledge
 - I myself start doing the webinar amonth ago “How Packaging Improve SME Sales”
 - 3 seris done for beverage, snack and ready meal
 - Seri 4 will be done nex week for coffee
 - Plan to do for corrugated as well ((still looking for the right idea)

ACCA News



Ecommerce Trend & How Packaging Can Support Your Strategy
Thursday, 17 December 2020 / 14:30 - 16:00 Singapore Time

SPEAKERS:

Santiago Soria
E-commerce Right Size Packaging Business Development Manager
DS Smith

Hui Zhang
Head of China Sourcing, Asia Pacific Packaging Division
DS Smith

Sheng De'ao
VP, Supply Chain
Sheng De'ao Technology Co., Ltd.

Hui Chen
Manager of Paperboard Sales Office
Cheng Loong Paper

Charles Chang
VP, Supply Chain
Cheng Loong Paper

Host:
KIM TIAN
Executive Secretary MCA

Logos: DS Smith, 正隆 (Zheng Liao), (SF) EXPRESS 順豐速運

ACCA 2ND WEBINAR 17 DECEMBER 2020

On 17 December 2020, ACCA held its 2nd Webinar for E-commerce, similar to the first Webinar, was attended by about 200 participants. Mr Zhang from CPF made her introduction before the webinar started. The first presenter Mr Santiago Soria, E-commerce Right Size Packaging Business Development Manager of DS Smith presented e-commerce is growing double digit year on year.

Covid-19 pandemic has even accelerated the growth through this channel increasing even the most optimistic forecasts. E-commerce is not an option any more but something necessary. E-commerce supply chain is in constant evolution and there is a strong commitment to improve customer experience. It is necessary to understand



the needs, the trends and the insights to provide specific solutions to the e-commerce channel. Sustainable, efficient and scalable solutions that exceed final customers' expectations. Packaging business has a plenty to say helping customers to achieve their goals on e-commerce.



The two take outs are the BCT (Box Compression Test) is not a relevant test to measure performance of packaging in e-commerce instead has to be evaluated on its 6 sides and requires specific test. Then we must find the sweet spot of each customer to provide the right solution for their ecommerce packaging needs. DS Smith has developed e-BRO (e-Box Range Optimizer). An algorithm created to reduce Box suite sizes as well as the Shipping air (-60%), packaging and operation cost as well.

Second presenter from SF Express presented the Sustainable Packaging Solution for 2020. They made thousands of custom packaging with 9 National Packaging Standards and 232 patents belong to them. In 2019 SF Express has done more than 63 billion packaging double from their 2016 packaging (313 billions).

Third presenter from Cheng Loong Taiwan, they are so generous giving us information of the paper and containerboard data of Taiwan, Vietnam and China. Taiwan Paper and Paperboard Production growth rate in 2019 (0.1%), 2020 (2.9%) while the Consumption growth rate in 2019 (1.2%), 2020 (0.6%) and Containerboard Production growth rate in 2019 (6.9%), 2020 (1.2%) while the Consumption growth rate in 2019 (4.2%), 2020 (2.7%).

Vietnam Paper and Paperboard Production growth rate in 2019 (24.7%), 2020 (8.7%) while the Consumption growth rate in 2019 (16.7%), 2020 (8.2%) and Containerboard Production growth rate in 2019 (25.8%), 2020 (10.3%) while Consumption growth rate in 2019 (15.1%), 2020 (8.1%).

The five big paper mills capacities are all International companies, such as Cheng Yang Paper (Nine Dragon) 550,000, Vinalkraft (SCG) 500,000, Lee & Man Paper 420,000, Marubeni pulp and paper 350,000 and Cheng Loong 300,000.



China Paper and Paperboard Production growth rate in 2019 (0.1%), 2020 (2.9%) while the Consumption growth rate in 2019 (1.2%), 2020 (0.6%) and Containerboard Production growth rate in 2019 (3.2%), 2020 (2.2%) while Consumption growth rate in 2019 (2.5%), 2020 (6.5%).

Just like corrugated with its fluting, paper price went up and fell then up from January to October. The price hit the bottom in May. The price for containerboard also started getting better. Due to the pandemic, paper mill shut down machines to decrease the production and led the shortage of supply. The price went up for 300 to 500RMB/MT, but the demand was not strong enough to maintain the price under pandemic, the price dropped 300 to 700RMB/MT overall. Following the e-commerce had the promotion in the middle of the year, the demand for containerboard was getting better, paper mill increased the price due to the low level inventory. It increased the price for 400 to 800 RMB/MT. In Q3, the demand of carton is still quite good, so paper mill is trying to adjust the price higher but in fact it maintains the price mostly. The consumption of containerboard decreased due to the COVID-19 pandemic, general export demand to the North America and Europe was decreased. The price of container board in Southeast Asia went down in Q2.

The market started to recover over Q3 and price went up when both Southeast Asia and China demand increased, and as also the cost of OCC went up. The price went up again in Q4, so far the price is uncertain because of the ocean rate unpredictable or no offer.

Industry News



EVENT POSTPONED

INPRINT

MUNICH



Mack-Brooks Exhibitions has confirmed the postponement of CCE International, ICE Europe and InPrint Munich. The exhibitions, which were scheduled for 22 – 24 June 2021 at the Munich Trade Fair Centre in Germany, is postponed in light of the ongoing COVID-19 pandemic.

"The current course of the pandemic and the current restrictions in Germany means that there is insufficient planning security for all parties involved. Despite an enhanced health and safety plan in place and the exhibitors' willingness to go ahead with the shows in June, we believe that the most responsible decision at this stage is to postpone," explained Patrick

Herman, Event Director of the Converting, Paper and Print Events at Mack-Brooks Exhibitions. "This situation underlines the importance of our shows for the industry.

However, conditions to hold trade fairs have not yet been determined and our hands are tied. With the circumstances unlikely to change in a foreseeable future, we must remain sensible and minimize the economic risk for all participants. To hold the shows at a later date hopefully ensures that the events can continue their critical role in bringing the global converting, paper and print industry together again. Specific dates for the exhibitions will be announced shortly."



On November 20th, ETERNA 2020 Open Day was successfully held in Shanghai. The theme of this event was "Simplicity, Extraordinary, Superior to Wisdom".

This open day event received strong support from industry association leaders and packaging colleagues and other guests attended the event. The guests gathered in one hall, and there were no empty seats.

At the beginning of the event, Mr. Zhang Yaoquan, Executive Deputy Director and Secretary-General of China Packaging Federation, and Ms. Song Wenxian, Secretary-General of Shanghai Packaging Technology Association, gave opening speeches as representatives of the industry association. He mentioned that he has participated in the ETERNA Factory Open Day activities many times and was deeply impressed by each event and new product release. Eterna since its establishment, it has always pursued the brand concept of "simplification to excellence", adhering to the spirit of innovation, and constantly exploring the road of automation and digital intelligent manufacturing.

Secretary-General Song Wenxian mentioned in her speech that while the international landscape and global economy are undergoing tremendous changes, ETERNA is practicing the corporate culture of "integrity, responsibility, enterprising, and achievement", overcoming difficulties, uniting one heart, and working deeply in the world. The automatic, intelligent, high-quality, and cost-effective post-press packaging equipment meets the growing needs of customers and the international market.

Subsequently, Bobst Group CEO Mr. Jean-Pascal Bobst, who was unable to come to the scene due to the epidemic, also welcomed the guests in the form of video. Mr. Jean-Pascal Bobst said that ETERNA is an important member of the Swiss Bobst Group family. Bobst and ETERNA are highly complementary. Since



FOLDING CARTONS IN 2020

In a year where companies across countless industries have faced the challenge of getting business done with their entire staff working from home, the folding carton segment of the packaging industry has had to contend with just the opposite. "You can't print boxes from home," states Ben Markens, president of the Paperboard Packaging Council. As the association has worked to keep its members connected and informed during this unprecedented time, Markens says that folding carton converters were able to quickly adapt to the evolving new reality presented to them, and keep up with production with limited interruption.

With measures in place including face masks, physical distancing, and an emphasis on cleaning and disinfecting, the essential products folding carton printers produce are still getting into consumers' hands, despite daily life in the plant looking quite a bit different. "People have to go in," Markens says. "Once [printers] figured out the masks, the handwashing, and the distance including physical barriers like plexiglass and other things there have been relatively few transmissions within the factory."

FACING THE PANDEMIC HEAD ON

Despite the fact that people need to be present in the plant to print and convert folding cartons, in the early days of the pandemic, it was not always a given that employees would be able to come in. For example, in March when the initial shutdowns and quarantines took place, deciphering who could be considered an "essential" employee allowed to go into their places of business was not



always intuitive. As Kevin Karstedt, CEO of industry consulting firm Karstedt Partners, explains, some folding carton employees resorted to carrying printed letters from their companies in their cars, so if they got stopped on the way in, they could prove their essential status. But even when it became established that the printing and packaging industries were essential businesses that play an undeniably important role in getting products and supplies into the marketplace, employers were not always certain as to which, and how many employees would be able to clock in. With kids sent home from school, elderly parents in need of care, and the myriad other new obstacles people were presented with, Karstedt explains that managers had a logistical hurdle to contend with when it came to scheduling. Additionally, he says, for those who were able to come in, safety precautions made it so even the simple act of entering the building presented some unprecedented difficulties.

demand because of the pandemic. As shutdowns began to take hold across the country, consumers were faced with significant interruptions to their daily lives, not knowing how accessible brick-and-mortar retail establishments would be, or when they would be able to go out to a restaurant for a meal. As a result, an expected increase in demand in the food and beverage segments kept folding carton converters busy, but as the pandemic continued, Karstedt says there have been increases in some unexpected areas as well. For example, with hair salons closed, Karstedt explains that demand for items such as at home hair color kits went up. Similarly, do it yourself home maintenance products saw a spike as quarantined consumers tackled those lingering at-home projects.

With an increase in demand for products needed to sustain life at home, other segments, including non-CPG sectors did see a hit. For example, Markens explains that food service packaging saw a decline as schools and universities sent students home. "High schools and colleges are not serving meals, so they don't need all their foodservice stuff," Markens says. "Our local schools are giving kids breakfast and lunch who need it, but they're not doing anywhere near the volume they used to." Another area that has seen a dip is high-end cosmetics, Willie says. With the pandemic limiting the frequency of consumers going out and meeting up with friends and family, he says the assumption is that less product is being used. Folding cartons are often the package of choice in this segment with their ability to accept high-end embellishments such as foiling and embossing, so converters specializing in

this area have taken somewhat of a hit, Willie explains. "My assumption is there's a lot less social interaction so people aren't using as much product," he says. "With cosmetics, you can buy them online, but I think more so it's something you like to go into the department store in front of a mirror and test with an expert there."

Serrano says that in some instances, customers in the cosmetics space just needed to find a new way to sell their products to get back up to full speed. With brick and mortar retail sites closed, getting products into e-commerce streams helped resuscitate the demand for packaging.

"We saw, for example, a customer manufacturing beauty products like nail polish who needed new ways to sell because retailers were closed," he says. "Some customers found new channels to sell their product, specifically Amazon. Some customers took a dip and then came back up."



TECHNOLOGICAL INNOVATION ON THE WAY

While Covid-19 has led to significant changes at home and in the workplace, it has also largely ground business travel to a halt. With 2020 poised to be a year jam-packed with product launches at trade shows and other industry events, folding carton printers were ready to investigate the technology that would help propel their businesses into the future. But despite the cancellations and postponements of in-person events, Karstedt says equipment innovation is largely continuing unimpeded, and to expect an increase in investment as the pandemic subsides. In particular, Karstedt

Industry News



PRINTED PAPERBOARD AFTER COVID-19 AND E-COMMERCE

Total value for printed packaging and labels will reach \$431.6 billion in 2020 according to the latest exclusive data from Smithers. Covid-19 and the global lockdown has affected printed packaging volumes, but to a much lesser extent than publications or graphics work. While packaging print market growth will be limited this year it will continue to expand at a compound annual growth rate (CAGR) of 2.6% and reach \$491.1 billion in 2025 according to research for the new study – The Future of Package Printing to 2025.

Packaging became the most lucrative print segment in the 2010s and hence an area of increasing focus for OEMs, consumables, and substrate suppliers. Within this carton board and corrugated are the two largest segments, representing 24.9% and 30.1% of the market by value in 2020.

In the short term these two formats will benefit from Covid-19 and shifts in packaging demand, while in the medium term other trends, such as sustainability goals will foster further growth and innovation.

Covid-19

The imposition of lockdown (shelter in place) rules in H1 2020, caused a boom in demand for packaged goods. Shoppers stayed at home and stockpiled many essentials, food in particular, leading to a peak in demand for printed folding cartons. One consequence of this, in the short term, was that run lengths of mainstream core products increased.

While essential shops stayed open, others were closed and consumers were concerned over infection risks. This led to a surge in online ordering and demand for corrugated e-commerce delivery packaging. Data from Adobe Analytics shows that in April and May 2020, US consumers spent \$152.5 billion via e-commerce. For May alone it represented a 77% rise on the same month in 2019. While some trade will return to physical channels, much of the switch will be permanent and has accelerated the wider trend from brick and mortar retailing towards online.

E-commerce

More e-commerce selling is creating new revenue for corrugated suppliers, as well as microflute carton board formats. And for use of digital technologies to provide value-adding additions via on pack printing. Many converters are now offering bespoke e-commerce shipment boxes. These are designed to fit through standard dimension letterboxes, and often contrast muted exterior markings with brighter brand graphics and colors on the interior.

Corrugated companies are also developing box-on-demand systems for e-commerce shippers, with rightsized packs printed and formed after an order is received. Printing can take place in the distribution hub and may contain additional promotional messages targeted at the specific customer. These kinds of workflows will increase demand for inkjet-printed corrugated.

Corrugated

Global corrugated print output has grown from \$114.5 billion in 2015 to \$129.8 billion in 2020. This growth has been underpinned by the increasing use of printed corrugated in retail-ready packaging, as well as in e-commerce.

Flexo is by far the most widely used process for printing corrugated. In 2020 it accounts for 73.8% of the value of corrugated print output, and 79.6% of all output by volume. Offset litho printing is used in preprint, as well as sheetfed litho-lam. Inkjet is the fastest growing print technology, and several OEMs have built high-speed single-pass inkjet machines for both preprint and postprint, capitalizing on the demand for shorter print runs and pack customization.

In the medium term an increasingly important aspect of corrugated is that it is seen as comparatively sustainable. It can be readily recycled; uses a high proportion of recycled content, where virgin fibre is needed it can be sourced from FSC or PEFC certified forests; and corrugated itself is biodegradable. The development of a wider range of functional and barrier coatings for corrugated is extending its use – with coatings to impart protection against water, oil and grease while not compromising the recyclability of the final pack.

Industry Impact

As in other industries companies in the print and packaging supply chain are responding to the coronavirus crisis by focusing on liquidity as they prepare to face a severe economic recession of unknown depth and duration. This has led to a freeze on new hires, reduced capital expenditure, and suspension of dividend payments and share buy-back programmes.

There are notable exceptions to this, such as Amazon, which has been recruiting significantly; and UK supermarket chain Tesco hiring 16,000 new workers to join its e-commerce home delivery business.

For print OEMs, the first half of 2020 has been difficult. The introduction of shutdowns and safe working practices in manufacturing facilities has limited production capacity. Major trade shows, such as Drupa 2020, have been postponed or cancelled. These are normally key events for showcasing new technologies and developing sales leads. Several OEMs are launching new products via webinars and 'virtual trade shows' instead.

Source : Smithers

Industry News



FLEXO RESPONDS TO GROWING CHALLENGE OF DIGITAL IN CORRUGATED AND CARTON PRINT

Rising demand for printed packaging will ensure genuine growth in the market for flexo printing as the global economy recovers from the Covid-19 shock. The flexo supply chain is having to innovate to protect markets from moving over to digital presses however, according to the latest research from Smithers.

The Future of Flexo Printing to 2025 shows that in 2020 global value will reach \$167.7 billion; with only a marginal increase compared to 2019, due to the economic slowdown caused by the pandemic. While not especially positive, this outlook is much better than for many competing analogue processes. It is largely due to flexo's widespread use in packaging and labels work. These have generally held up well, even as falling demand in graphics and publications will see total print volumes drop by up to 10.7% in 2020.

As markets recover, flexo printing is forecast to grow at 1.6% year-on-year to reach 181.1 billion in 2025, with packaging increasing its market share. Innovation in production to respond to the threat of high-throughput inkjet is a

major stimulus; and one that presents opportunities for print service providers, OEMs, consumables and substrate suppliers.

Packaging

The top four end-use applications for flexo are all in packaging and make heavy use of paper and board substrates.

- Corrugated is clearly the leading end-use with a 57% share by value, worth \$95.9 billion, in 2020. It is set to break the \$100 billion mark before 2025.
- Flexible packaging accounts for 20% of flexo print by value
- Labels 8.6%
- Folding cartons are 5.1% though it will see an acceleration in growth over the five years to 2025.

The main recommendation for flexo is that it is the most cost-effective solution for mid- to long-runs of packaging. This will continue to be true, but the wider availability of digital presses will take more short run work from flexo presses; and is challenging OEMs to innovate to improve responsiveness and turnaround.

Corrugated board

Despite being the largest segment, in corrugated flexo faces the most direct competition from digital print. Single-pass inkjet machines specifically designed for corrugated packaging have now been in operation for several years. These have shifted the digital versus analogue crossover point significantly in inkjet's favour. Innovation to counter this, has included more hybrid presses; with an inkjet station adding some variable data print. Furthermore flexo plate and equipment improvements is allowing some corrugated print to reach the quality seen with offset and gravure and take work from these print lines.

This aligns with buyers placing more short run and shelf-ready packaging orders. Many of these are high-colour commissions – using three or more colours – which command a higher price. In 2020, lockdowns caused by the coronavirus is also causing a surge in demand for lower quality e-commerce corrugated packs to ship direct to the consumer.

Folding cartons

Flexo print will continue to be a significant market in folding cartons, but again has to react to new market conditions. Overall growth is highest in developing regions, where western style retailing is driving new demand for cartonboard packs.

In developed and premium segments, there is a demand for more print embellishments, from equipment fitted in-line with flexo presses. These allow brand owners and retailers to differentiate themselves on more crowded shelves; and create a direct connection with consumers buying through e-commerce. There is also interest in more coated cartonboards – especially water-based coatings – as brands look to move away from rigid plastic packaging.

The main advantage for flexo in carton packaging again depends on its low cost for longer run lengths; while progressive improvements in automation and

computer-to-plate (CTP) technology are lowering production, make-ready, and turnaround times.

There is also competition from new inkjet machines. Several of which were due to have been shown at Drupa 2020, such as the VariJET built by Koenig & Bauer with Durst, and MGI's AlphaJET B1 press. Furthermore offset OEMs are adding more automation to their machines. For example, the Koenig & Bauer Rapida 105 Pro has an AutoRun mode, in which pre-selected printing and make-ready processes are carried out on the press without the need for manual intervention.

Flexible packaging

The majority of flexible packaging is plastic-based. Gravure and flexo are the leading processes. Many brands have made commitments to minimize their use of plastics in packaging, or invest in more recyclable flexible formats, however. This is seeing more interest in simpler and mono-material polymer constructions, and some brands are also looking to use more coated paper pouches.

Labels

Labelling is the sector where digital has made the greatest inroads, and experience gained here is supporting its wider use for other packaging substrates. In 2020 around 43% of labels are printed on flexo. There is pressure for more embellishment, mass customisation, and shorter runs, which are threats. The obvious solution for label converters is to move to digital printing; but the digitisation of flexo equipment will see it remain a lower-cost alternative in the mid- to long-run market.



Source : Smithers

Industry News



DS SMITH LAUNCHES NEW SUSTAINABLE PACKAGING SOLUTION FOR TEMPERATURE SENSITIVE DELIVERIES

DS Smith has launched a new partnership with TemperPack to introduce ClimaCell® thermal liners, which provide sustainable insulation for temperature sensitive goods such as meal kits, perishable groceries and medical products.

The product, which is made from paper and bio-based materials, can be easily recycled in paper recycling bins by consumer after use. It will replace the difficult-to-recycle EPS (expanded polystyrene) foam, over 350,000 tonnes of which is used in packaging annually, with just a third of this plastic packaging waste being recycled in Europe.

Marc Chiron, Sales, Marketing and Innovations Director at DS Smith Packaging commented, "DS Smith is committed to leading the way towards a more circular economy, often using partnerships to quickly develop and adopt more sustainable solutions. I'm proud to announce our collaboration with TemperPack on a circular product like ClimaCell®. A proven concept in the US, we will now bring this innovative solution to protect temperature sensitive goods to Europe, expanding our offering within the circular economy."



The partnership is made all the more important as evidence shows the COVID-19 pandemic continues to expand the e-commerce market. Recent research from DS Smith revealed that European consumers plan to continue or increase buying groceries online (62%) and order home meal kits (49%). With a such a stark change shopping habits both DS Smith and TemperPack believe the introduction of such sustainable products are vital to ensure we transition to a circular economy and avoid a substantial increase in waste.

ClimaCell® liners are a patented thermal insulation barrier with cushioning protective properties that makes it an ideal replacement to problem plastics such as EPS foam, which is the predominant material used to protect temperature sensitive goods in transit.

HONEYCOMB PAPER PACKS PROTECT LIQUOR SHIPPING

Sydney-based company MaCher has partnered with Flexi-Hex to develop a new 'honeycomb' protective sleeve for shipping in the online liquor category.

The patented design is made entirely from recyclable paper and uses a honeycomb design to provide impact resistant protection and help ensure the product arrives to customers damage-free.

The new sleeve aims to provide an alternative to traditional protective materials such as polystyrene, polyethylene and Styrofoam.

"With the significant growth in online liquor and many of the current solutions including plastic or Styrofoam our goal

is to reduce plastic packaging from the supply chain one pack at a time," said MaCher general manager Simon Back. "The team at MaCher have been consistently focusing on sustainable packaging design for a number of years, so to be able to bring Flexi-Hex to the Australian and New Zealand markets is really exciting."

"The APCO 2025 [National Packaging Targets] are not that far away, and we believe our solution really has a role to play in the industry."

The new packs Flexi-Hex packs will be available from MaCher by mid December 2020.

by Doris Prodanovic



Industry News



MONDI EXPANDS ITS SUSTAINABLE E-COMMERCE PORTFOLIO WITH BCOOLBOX TO TRANSPORT FRESH FOOD

Mondi has introduced its latest e-commerce innovation. The BCoolBox is a 100% recyclable and reliable packaging solution to keep perishable food cool while in transit. With this product innovation, food stays fresh from the store to the consumer or a pick-up station and offers online retailers the opportunity to expand their geographical reach for deliveries.



The company explains the benefits of BCoolBox:

- Corrugated packaging solution with thermo-insulation keeps food chilled below 7° celsius for up to 24 hours without using a cooling truck;
- Inner corrugated panels enclose the shipment from all sides, providing enhanced insulation;
- Ability to use different cooling agents;
- Made entirely from recycled material and 100% recyclable.

The Covid-19 pandemic has boosted the e-grocery business. During the 2020 European lockdown, 28% of people in urban areas used online shopping as their main channel for buying groceries a 10% increase compared to before the pandemic. Furthermore, 80% of European consumers who started buying groceries online plan to continue doing so.

"We are proud to introduce a reliable solution that is proven to handle all the challenges that online food retailers face. After having tested various scenarios, we came up with a formula for the perfect composition. BCoolBox means cooling trucks are no longer needed to transport food and we can play our part in reducing food waste," says Sofia Backstrom, Product Innovation Manager e-commerce at Mondi.

"Our approach is to listen to our customers and evaluate their needs along the entire supply chain. Our aspiration is to create packaging for the e-commerce sector that is sustainable by design. This corrugated packaging solution expands our wide offer for the online food shopping market," adds Tarik Aniba, Sales & Marketing Director Corrugated Solutions at Mondi.

ACIMGA DEDICATED GRUOP FOR CORRUGATED

Acimga, the Association of Italian manufacturers of machines for the graphics, paper converting and converting industries, has recently launched a new group within the association, the Italian Corrugated Cardboard Group. The

dedicated group was presented to the corrugated industry via a streamed press conference, attended by the Director of Acimga, Andrea Briganti and Alessandro Bersanetti, President of Emmepi Group.

"Italy is at the top of the exporting countries for machines for the production of corrugated board. Over the last ten years, export volumes have doubled



and the trend shows no sign of stopping, with a forecast for 2023 that stands at over €100m worth of exported machines.

This trend is another reason why the creation of the Corrugated Cardboard

Group is of strategic importance with a high added value, and I believe that this group will have growing success," comments Andrea Briganti, Director of Acimga.

Eight companies have already joined, including: Emmepi Group, Erhardt + Leimer, Fosber, NE Engineering, New Aerodinamica, Re, Simec Group and Vega Group.

Industry News



SMITHERS ESTIMATE PACKAGING TO GROW BY 25% IN TEN YEARS

Industry analysts Smithers says long-term trends will support future growth in demand for packaging over the next 10 years, yielding a total global market value of US\$1.13 trillion in 2030, up from US\$860bn this year.

Smithers says it is likely the market will see a contraction of 6 per cent in 2020 thanks to Covid, but says it will see return to growth in 2021, although says some segments, notably food packaging, have seen a spike in consumption in 2020.

Its new in-depth market and technology analysis in *The Future of Packaging: Long-term Strategic Forecasts to 2030* rates the impact of 30 trends on the packaging industry across the new decade; including their individual outlooks across different packaging materials, end-use segments, geographic regions and national markets.

Smithers market analyst Georgy Cameron says: "In 2020, Covid-19 has had a severe impact on the global packaging market that we have not seen before, even in the 2008 financial crisis. It has applied pressure across the whole supply chain affecting supply and demand. From 2021 onwards we expect to see overall global packaging growth return to and continue to face the challenges that were there before the pandemic."

According to Smithers as and when recovery becomes a reality, future packaging market growth will continue due to population growth and ongoing urbanisation in developing regions. Other important demographic changes involve aging populations requiring more pharmaceutical and innovative over-the-counter drug packaging; the deeper adoption of healthy living trends; and shifts in consumer shopping habits fuelling demand for premium and e-commerce formats.

Sustainability has established itself as a pan-industry mega-trend. While this has been eclipsed in the short-term by Covid-19, demand for recycled materials to enable a circular economy in packaging and adhere to new legislative targets will be among the most important drivers Smithers' analysis concludes.

This will inform many other strategic technology demands across 2020-2030; with converters offering alternative, greener packaging formats, and developing new barrier technologies. The industry is also poised for a wider use of active and intelligent packaging through to 2030; especially the latter, to enable tracking and monitoring of shipments through the supply chain and integration with digitised logistics and warehousing platforms.

Traceability and protecting against counterfeiting are also among the emergent priorities for brand owners and retailers, the Smithers survey finds.

The greatest influence from packaging buyers, however, will come from the wider use of e-commerce sales and automation in distribution, as Industry 4.0 and Internet of Things (IoT) concepts permeate multiple segments. Other important trends from this sector through to 2030 include communicating brand identity, enabling greater customer convenience, and integrating with marketing strategies that leverage social media channels.

The influence of each of these trends is examined critically in the new Smithers study – *The Future of Packaging: Long-term Strategic Forecasts to 2030*. These are quantified in an exclusive market data set giving historic, current, and future market forecasts over the next ten years; including specific scenarios for the impact of Covid-19. With 150 data tables and figures this provides an indispensable guide to current and future evolution across the global packaging market.

Website Advertisement

Target



Paper Manufacturing

- Linerboard
- Medium
- Other Material

Corrugated Machines

- BHS
- Fosber
- TCY
- K & H
- Mingwei
- H & H
-

Glue Machine and additive

.....
.....

Plate Manufacturing

- Dupont
- Flint
- MacDermid
- Asahi
- Kodak

DIE CUT

- Bobsts
- Eterna
- Li Sheng
- Asahi

Printing Ink

- UV-Curable Ink
- Water-Based Ink

Printing Machine

Flexography Printing

Bobst
Emba
Dong Fang
TCY
LMC
Sunrise
,.....

Digital Printing

HP
Bobst
Fuji
.....
.....

Summary



- The - Main Ad we can accomodate max 12
 $12 \times \text{S\$ } 3.000 = \text{S\$ } 36.000$
- - Logo we can accomodate 15
 $15 \times \text{S\$ } 1.800 = 24.000$

If full we get at least S\$ 60.000

We also might get associate members as the different fee of 30% might trigger them be associate members.

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