



# TECHNICAL SEMINAR

23-25 NOVEMBER 2022  
INTERCONTINENTAL  
BARCELONA, SPAIN

**'FINDING A PATH THROUGH THE  
SUSTAINABILITY JUNGLE'**

## PROGRAMME

# WELCOME TO THE 2022 EDITION OF THE TECHNICAL SEMINAR.

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# PROGRAMME

## WEDNESDAY, 23 NOVEMBER 2022

### PRE-EVENT MEETINGS

13.00 – 15.30	CELAB-Europe Meeting (for CELAB members only)
16.00 – 18.00	FINAT-EPBP meeting (committee members and upon invitation only)
17.00 – 18.30	National Associations Board meeting (upon invitation only)
15.30 – 19.15	Arrival and registration participants
19.15 – 20.10	Welcome cocktail at the hotel and start of the tabletop exhibition
20.10 – 20.30	FINAT Sustainability Awards Ceremony
20.30 – 22.30	Dinner at the hotel



## THURSDAY, 24 NOVEMBER 2022

08.50 – 08.55	<b>Opening of the seminar and short FINAT introduction</b> Philippe Voet, Etivoet & FINAT President (B)
08.55 – 09.00	<b>Introduction of the seminar</b> Alex Knott, Dow, FINAT Board member & Chairman FINAT Seminar Programme Subcommittee (B)

### KEYNOTE SESSION | CHAIRMAN: ALEX KNOTT

**PRESENTATION BY BRANDOWNER(S) & LABEL CONVERTERS HIGHLIGHTING WHAT SUSTAINABILITY MEANS FOR THEIR COMPANIES. HOW THEY HAVE EMBRACED THE CHALLENGE AND IMPLEMENTED VARIOUS SOLUTIONS TO THE BENEFIT OF THEIR COMPANY AND THE INDUSTRY.**



09.00 – 09.40	<b>Sustainability: the Brand lens</b> Keenan Thompson, Global Director Innovation, PMI, AB InBev, Colgate-Palmolive, and Kimberly-Clark (US)
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Keenan will elaborate on the following questions: How do brand owners look at sustainability and the integration of technology? How to prepare for changing consumer habits? How to build new concepts to improve waste management and enable better recycling? The circular economy and potential impact on packaging components and our new normal. Socially responsible expectations of the value chain, both upstream and downstream.

*Keenan Thompson is a Global Director of Innovation with extensive experience in consumer packaged goods. From diapers to beer, you can find his handprints improving value chains and consumer journeys for Kimberly-Clark, Colgate-Palmolive, AB Inbev, and currently PMI. He is an Innovation instigating hybrid, splitting efforts and experience across both technical and commercial domains. Keenan's passion has brought to life industry changing technologies and given brands the tools they need to engage their consumers. "Creativity is reverse entropy. Innovation takes the right team to put the pieces together".*

# PROGRAMME

## THURSDAY, 24 NOVEMBER 2022

09.40 – 10.10

### **Switching to sustainable labels: How brands can boost packaging recycling**

*Marika Knorr, Head of Sustainability and Communication at CCL (D)*



Although it might seem like a small part of the overall packaging, product decoration like labels and sleeves can make a huge difference in recycling. Learn more about the new functional high-tech materials that have been engineered to support "Design for Recycling", especially recycling of PET bottles and other plastic packaging and see how recycling rates and high-quality PCR content rates can be boosted – closing the loop! Featuring brand examples from the market.

*Marika Knorr has been in charge of Sustainability and Communication at CCL Label since April 2020 and is dedicated to grow the "Sustainable Product Family" while driving CCL's Sustainability roadmap. Marika holds a Master's Degree in Communication from Cologne University and Arizona State University and started her career as a newspaper and magazine writer before moving into Corporate Communications at international companies including TÜV Rheinland, LANXESS AG and Constantia Flexibles. She has held varied and senior positions in marketing and communications and has extensive experience focusing on sustainability and communication. Marika is based in Cologne, Germany.*

10.10 – 10.40

### **Sustainability and track/trace as a business opportunity for a label converter**

*Aldo Franco, CEO of Eurolabel S.r.l. and Vlad Sljapic, CCO of Graphimecc Group S.r.l. (I)*

It is unlikely that in the next few years any brand or company in the world will be able to continue trading without managing carbon footprint, sustainability and recycling efficiency and focusing on the traceability practices that are at the core of efforts to preserve our planet. Global supply chains require a mix of machine-readable barcodes and RFID solutions creating a flexible, connected matrix for recording data and providing transparency. At present, some fragments of such a system exist, but the entire solution is still elusive. This represents a significant market opportunity for label printers and converters. By creating new services of supplying traceability-enabled solutions, managing the big data as well as label and packaging creation or any other part of the value chain, they can expand laterally into the gap and grow, evolving their business model into an attractive service offering. Graphimecc business is dedicated to the creation of fully automated printing and encoding solutions that allow label converters to grow and develop these new business models.

In this presentation, the CEO of Eurolabel, one of the most innovative Italian companies providing traceability labels and solutions to the industry discusses what are the opportunities that label converters will have in this new landscape, as well as what support from the industry will be expected by the brands in the future.



*After a work experience outside the printing sector, Aldo joined the family business in 1991 starting from the sales activity up to covering the role of Director for Italy and Internationally. Following the generational change, Aldo assumed the position of Vice Chairman of Eurolabel. He actively contributed to innovation both with regard to the efficiency of internal processes and development of new solutions and products to meet the customer needs. Aldo holds specific interest in traceability of the pharmaceutical labels and this interest positioned him well to further pursue the "Track and trace" applications, offering services and solutions with high added value, both in pharmaceuticals and other product sectors.*

*Vlad started his career in Academia, where following the degree in Mechanical Engineering and Masters in Engineering Management, he read for the PhD in Nanotechnology for inkjet printable electronics. He subsequently held a variety of Research Fellowship posts in UK academia, working on a string of projects in molecule size sensor development and biomedical lab-on-the-chip research. Vlad has an experience of running wide portfolio of engineering companies, from UK Plcs and VC backed enterprises in digital printing to engineering Start-ups developing information platforms for physical security information exchange. In 2021, Vlad was appointed Group Chief Commercial Officer of Graphimecc Group S.r.l out of Verona, Italy, the position he currently holds.*





# THURSDAY, 24 NOVEMBER 2022

## SUSTAINABILITY OVERVIEW SESSION | CHAIRMAN: MIKKO RISSANEN

DIFFERENT VIEWS OF WHAT SUSTAINABILITY MEANS FOR DIFFERENT PARTS OF OUR INDUSTRY.



10.40 – 11.15

B&B Coffee break & visit tabletop

11.15 – 11.35

### CELAB-Europe: opportunities to increase liner & matrix recycling

Ophélie Gourdou, Project Manager CELAB-Europe (D)



CELAB-Europe, the European industry consortium aims to promote the development of circular economy solutions for spent liner and matrix materials in Europe. The consortium was founded in 2020, as part of the global CELAB initiative. Currently, the consortium is conducting geographical heat mapping of material usage; identifying and supporting the development of sustainable end markets for repurposed/recycled liner and matrix materials; connecting with the European transportation and recycling sector to develop and optimize collection systems for liner and matrix; and monitoring and advocating for regulations and guidelines that support the development of a sustainable business model for recycling in Europe. Ophélie will give an update about the latest developments and deliverables.

*In 2018, Ophélie created Cairn Consulting to guide brand owners and packaging suppliers towards sustainable solutions, from specific advice to detailed strategy mapping. She is currently managing CELAB-Europe, to create a circular economy for self-adhesive label materials. Graduated with an executive MBA in Sustainability and CSR, Ophélie has led R&D Teams in Mondelez (former Kraft Foods), one of the biggest global food companies, for which she worked on sustainability strategies for European brands. With an Engineering background in Food Sciences and experience in a multicultural background, she is recognized as strong to identify and deliver practical solutions by using analytical skills especially in situations of complex problems. 'I am a strong advocate of integrating sustainable choices into my life, both personal and professional. I am also involved in a social project called Eco-Schools, to educate the youngest in sustainable development.'*

11.35 – 11.50

### Achieving an efficient and recycle ready label production with automated waste handling

Karsten Kejlhof, Chief Commercial Officer Lundberg Tech A/S (DK)

Why is automation of liner and matrix handling important for your business and how can it help you prepare for future recycling requirements? More and more companies are switching to automated waste handling, for a good reason as it helps increase throughput, reduces manual labour and increases the possibilities for recycling.

In the near future it is very likely that label manufacturers will need to separate paper, plastic, release liners etc. and we believe that the process needs to be very easy and uncomplicated for the operators – if it is not, it can be a roadblock to achieve material separation. Secondly, automated waste handling also helps reduce waste of virgin material in the production process, as there are fewer starts and stops.

During the presentation we will give an example of a company saving up to 35,000 m<sup>2</sup> of virgin label material per year per label press, just by reducing the number of starts and stops. Are you the next company to follow their example?



*Karsten Kejlhof is Chief Commercial Officer at Lundberg Tech, a Danish worldwide provider of waste and recycling automation solutions, among others for the global label industry. He is responsible for growing the global sales activities as well as seeking new business opportunities for Lundberg Tech. Karsten has been working in the global food, packaging, and printing industry his entire career – always with a focus on technologies that help improve performance and quality. He is also Lundberg Tech's representative in CELAB.*

# PROGRAMME

## THURSDAY, 24 NOVEMBER 2022

11.50 – 12.15

### **Circularity or Climate? Navigating the material maze**

Flora D'Souza, Sustainability Manager Label-Life, UPM Raflatac (D)



Packaging value chain actors must adapt a multi-spectrum approach: reduce, recycle, renew and reuse. There is no one-fits-all solution: some products need to switch materials, but most will need to be downgauged and made more circular. The role of "reduce" is of paramount importance. Packaging design choices and material switches must be supported with data, and one must proceed with caution not to overexert the strain on already scarce natural resources. For example, recycled paper supplies are unable to satisfy demand due to a combination of infrastructure gaps, supply shortages and fibre degradation over the cycles in use. Bioplastics are one option that can mitigate the climate impact of fossil-based plastic but it depends on the feedstock, where it comes from and how much energy is needed to produce it. Bio-based plastic is not always environmentally friendly and links to historic land

use changes and deforestation must be avoided. Flora will use examples of both films and papers to show the pitfalls of these complex topics but also how different tools such as LCA and the Material Circularity Indicator can work together and inform the right decision making.

*Flora is a Life Cycle Assessment (LCA) and Ecodesign expert in the Packaging Industry with over 13 years in the field. She is currently responsible for UPM Raflatac's Label Life service that supports customers in making more sustainable label choices. She is part of a team driving the sustainability agenda across the business as it implements its ambition to go beyond fossils. In her previous role at Sphera, Flora was senior consultant product sustainability, and lead designer of the GaBi Packaging Calculator, an online tool generating simple sustainability metrics for packaging products. She has managed 30+ international LCA and ecodesign projects and contributed to further 50+ such projects with a focus on the FMCG sector (packaging, food, apparel, electronics). Flora holds degrees in Tropical Aquatic Ecology (MSc) and Biology (BSc). She hails from Hungary, living in her second home, Germany, for the past nearly 20 years.*

12.15 – 12.40

### **Recyclability solutions for printed systems**

Pierre Dogliani, R&D Innovation Manager EMEA & APAC at Flint Group Narrow Web (SE)

The EU Strategy for Plastics in a Circular Economy (2018) has set clear targets for the recycling or re-use of plastic packaging materials. Flint Group Narrow-web's strong focus on sustainability led to a collaborative work towards recyclability-enabling solutions for labels and shrink sleeves.

Those solutions are designed to offer the value chain the means to meet those targets and overcome the roadblocks towards recycling. The presentation will focus on the different aspects of sustainability and offer an overview of the solutions and streams toward the recyclability of printed goods.

*Pierre started his career in 2009 as a polymer formulation apprentice in the aerospace industry and graduated with national honors 2 years later. Subsequently, he joined the adhesive industry as an R&D Project Manager where he formulated systems for the furniture, automotive and construction markets. He simultaneously studied polymer's formulation and graduated with a Master's degree in Polymer Science from the Institut Textile et Chimique de Lyon (FR) in 2014. His Master's thesis focussed on the effect of surfactants nature and structure on adhesive emulsions stability and performance. After having worked in different positions in R&D and customer service in France and Ireland, Pierre joined Flint Group NW R&D team in 2021, where he was put in charge of the development and technical support of the coatings portfolio. He is part of the Evolution solution taskforce, which focusses and develops sustainability and recyclability solutions for the label and shrink sleeve industry.*



12.40 – 14.10

**Lunch**

# THURSDAY, 24 NOVEMBER 2022

## REGULATORY OVERVIEW SESSION | MODERATED BY JÉRÔME SALVERT

WHAT ARE THE CURRENT REGULATIONS, INDUSTRY INITIATIVES AND BEST PRACTICES RELATED TO SUSTAINABILITY,  
HOW DO THEY AFFECT THE LABEL INDUSTRY AND WHAT IS GOING TO HAPPEN IN THE FUTURE?



14.10 – 14.35

### Future EU waste legislation and solutions developed along the paper value chain

Maria Georgiadou, Recycling Manager at CEPI (B)



In the Circular Economy Action Plan the Commission has set its mandate; all packaging placed on the EU market has to be reusable or recyclable by 2030. Towards that end, the Commission is preparing an ambitious legislative proposal reviewing the current Packaging and Packaging Waste legislation, and plans to revise the current Waste Framework Directive in the next year. In parallel, the paper and board industry is committed to raise the bar for circularity ever higher. Fibre-based packaging is a front runner in recyclability, with 82% recycling rate and a high uptake of recycled materials. Furthermore, the paper and board industry is working on recyclability assessments and guideline documents to boost the recyclability of fibre-based products to its maximum.

From this session, you can expect an update on the upcoming EU legislation on waste framework and packaging waste and you will learn more on the expected policy measures and obligations included in the proposals. Furthermore, a presentation on the Cefi recyclability laboratory test method for paper and board products and the industry forum 4evergreen boosting fibre-based packaging circularity will be provided.

Maria Georgiadou is Recycling Manager at the Confederation of European Paper Industries – Cefi. She has been working in the paper industry for two years. She is an EU policy professional, with a focus on circularity, recyclability, and waste management. She has five years of experience on EU policy and public affairs. Maria has a bachelor's degree in International Relations from Leiden University and a master's Degree in European Public Affairs from Maastricht University.

14.35 – 15.00

### Design for recycling and recyclability guidelines

Fabrizio di Gregorio, Technical Director at Plastics Recyclers Europe (RecyClass) (I)

Fabrizio will share recycling guidelines. From his perspective, the label industry can play a key role in the upcoming years to accelerate the transition toward the circularity of plastic packaging since labels incorrectly designed can hamper sorting and recycling. 'Polyolefin labels, small in size, slightly printed, and provided with releasable adhesives at 40°C, are a must-have to make plastic packaging recyclable and enhance the quality of recycled plastics on the market. Investment in R&D to design new label concepts is a crucial step for the label industry, in particular, to balance the functional behavior of the adhesives with the request to design plastic packaging compatible with recycling.'



Fabrizio Di Gregorio is Technical Director at Plastics Recyclers Europe (RecyClass) and has a PhD in Industrial Engineering and Master Scientist in Environmental Science and Technology. He is able to assess and develop strategies in the field of packaging in the circular economy perspective (design for recycling, end-of-life treatment, recycling targets), assess and develop waste management and recycling strategies, develop Life Cycle Assessment for waste technologies and waste management scenario, develop mass and energy balances and material and substance flow analyses, and he is also an expert in chemical recycling (plastic waste gasification - in particular in fluidized bed technologies- and pyrolysis) and syngas purification. Fabrizio is also an author of several papers published in international scientific journals and he is a Referee for peer-reviewed scientific journals in the field of waste management, plastics, resources and sustainability, recycling, LCA, energy and fuels. He has presented several webinars on recycling for the FINAT community in the past years.

# PROGRAMME

## THURSDAY, 24 NOVEMBER 2022

15.00 – 15.20

### **Finding a path through the regulatory jungle**

*Pablo Englebienne, Regulatory Affairs & Sustainability Manager at FINAT (NL)*



In the last years we have seen a whirlwind of policy and regulatory announcements impacting the packaging industry at all levels. The European Green Deal, under which the update of the Packaging and Packaging Waste Directive falls, puts additional pressure to increase the sustainability of the complete value chain by optimizing the use of resources, reducing waste and avoiding hazardous substances. On top of this, national measures in the form of substance bans, restrictions on plastics, and additional fiscal requirements make the situation even more complex. In this presentation I will give an overview of the most significant recent developments in European policies and provide an outlook into what to watch out for in the near future.

*Pablo Englebienne is the Regulatory Affairs and Sustainability Manager of FINAT, the European association for self-adhesive labels since 2020. Trained as a chemist, with a PhD from McGill University in Montreal, he has been working on regulatory affairs for industrial chemicals since 2014. At FINAT, he manages the information on regulatory changes impacting the self-adhesive label value chain, with a focus on sustainability. He has been Leader of the Regulatory Framework Workstream of the CELAB project since its inception.*

15.20 – 15.45

### **UVFoodSafe – Best practice and pitfalls ; printing food packaging and labels with confidence**

*Jonathan Sexton, Marketing Manager Energy Curing Products at Sun Chemical (F)*



UVFoodSafe is a label industry consortium managed by FINAT with the purpose to improve confidence in end-user and converter communities in the use of UV printing for food labels and packaging. Key factors influencing the UV curing process in printing have been identified and the impact of ink curing on print quality and migration compliance assessed. Methods for the measurement and control of UV dose and assessment of ink curing have been evaluated. Best practice guidance for producing migration compliant print in a controlled and repeatable way will be presented and potential pitfalls identified.

*Jonathan has 30 years' experience in the ink industry, in both technical formulating and product marketing roles, on several continents and covering offset flexo and gravure inks. After leading Sun Chemical's business development initiative in the narrow web label market in Europe since 2005, he has since 2014, had broader responsibility for the full energy curing product line covering UV and EB, offset, flexo and screen inks and coatings. With the growing penetration of energy curing products into food label and packaging applications and demands for highly decorative and functional inks, he is focused on bringing new technologies to market which will enable the full potential of inks and coatings in label and packaging applications to be met.*

15.45 – 16.10

### **Calculation of the carbon footprint in the label industry: the Grupo Lappi experience**

*Beatriz Gainza Marín, Director of Certifications and Quality Assurance at the Lappi Group (ES)*

One of the great current concerns in order to apply the circular economy concept is how to offset emissions and the carbon footprint through initiatives to absorb carbon dioxide. For this, modern and effective tools are essential for calculating and measuring the Carbon Footprint, as well as actions to reduce it. The experience of Lappi, pioneers in the Spanish label manufacturing sector, will be presented in the use of the Greemko tool and its application through monitoring carried out by the AIFEC Spanish association to create standard compliance levels for the sector.

*Beatriz graduated with a degree in Environmental Sciences at the University of Seville. During her more than 20 years of work experience, she has worked in the business consultancy sector developing multiple projects in the field of quality, environmental management and food safety, among others. Currently, as Director of Certifications and Quality Assurance at the Lappi Group, she coordinates the Group's sustainability strategy and manages compliance with the Quality, Environmental and Food Safety standards adopted by the company's management.*





# THURSDAY, 24 NOVEMBER 2022

16.10 – 16.40

B&B Coffee break & visit tabletop

## SUSTAINABLE SOLUTIONS IN MATERIALS & PROCESSES SESSION

MODERATED BY NANETTE THOMAS

WHAT ACTIVITIES ARE ALREADY ONGOING OR STARTING THAT ARE LOOKING TO RESOLVE SOME/ALL OF THE SUSTAINABILITY CHALLENGES TO THE LABEL MARKET?



16.40 – 17.05

### Development of self-adhesive labels to fit a sustainable world

Morice Hoogteijling, Associate Development Engineer Label and Graphic Materials Europe, Avery Dennison (NL)



Labels and adhesives are often seen as contaminants in the recycling process. However, with the input from the industries, collaborating with associations, we are able to design labels fitting the recycling. How are labels developed by using information from industry, and industry associations? Labels need to fit each step in the value chain, from application, product in use, until recycling of the packaging.

*With his background in analytical chemistry, Morice started his career in R&D in the oil industry, researching stimulation of oil reservoirs. He has worked for Avery Dennison for almost 20 years. All of these years he has worked in various roles within R&D. His current job is Development Engineer, with a high focus on sustainability. 'I have a hands on mentality, as that is the best way to get the right feeling and performance of our products.'*

17.05 – 17.30

### Sustainable hot melt adhesives and their applications

Nicole Senn, Head of Research & Development at artimelt (CH)

In 2021 artimelt presented their approach to bio-based, compostable or recyclable adhesives formulations. Now they go one step further. Having the adhesives formulations is one thing. Using them wisely in different applications in the right markets is the next important step to raise awareness that sustainability objectives transfer all the way through to the adhesives. The presentation will open the discussion for appropriate applications for bio-based, compostable or recyclable hot melts and show the community where customers are already using our sustainable hot melts and where we see potential in using these adhesives. At the same time, they will address which different regulations around the world need to be considered and how they are working to meet them. Looking into the future, they will present hot melt adhesives from renewable sources and their possible uses and give application examples for which trials are currently underway. To conclude the presentation, they will also briefly highlight the development of biodegradable hot melt adhesives and their potential applications and additionally discuss the sustainable use of conventional hot melt adhesives, e.g. for linerless label products.



*Nicole Senn, born in 1992, completed the apprenticeship at the nuclear power plant in Gösgen CH as lab technician in 2011. Subsequently she graduated three years after that as Bachelor of Science in chemistry, where she wrote her thesis in the department for organic and medicinal chemistry in cooperation with the Givaudan AG. From 2014 to 2016 she continued studying chemistry at the Zurich university of applied sciences and got her Master of Science in chemistry for the life sciences degree for the work on design and synthesis of potential low molecular protease inhibitors. Joining artimelt in 2017, Nicole became Head of Research & Development in 2019. Together with her team, she researches the possibilities of alternative raw materials and develops new and customized hotmelt adhesives. In addition, she manages the artimelt experience lab and supports customers with her broad application know-how in choosing the right adhesive formulation.*

17.30

End of Day 1

20.00

Departure for dinner (Assemble in the hotel's lobby)

20.30 – 23.00

Dinner at the Can Travi Nou

# PROGRAMME

FRIDAY, 25 NOVEMBER 2022

## SUSTAINABLE SOLUTIONS IN MATERIALS & PROCESSES SESSION - CONTINUED | NANETTE THOMAS & PHILIPPE VOET WHAT ACTIVITIES ARE ALREADY ONGOING OR STARTING THAT ARE LOOKING TO RESOLVE SOME/ALL OF THE SUSTAINABILITY CHALLENGES TO THE LABEL MARKET?



08.55 – 09.00

**Opening of Day 2**

09.00 – 09.25

**The impact of metallized embellishments on the different recycling processes**

*Christophe Dujardin, Global Business Development Manager Sustainability /  
Cold Transfer at Leonhard KURZ Stiftung & Co. KG (D)*



Sustainability is one of the biggest challenges of our time and is an integral part of the identity of many brands worldwide. Brand owners, designers but also people in the industry have questions related to a.o. sorting, recycling, deinking and composting of packaging and labels decorated with metalized effects. Kurz, a leader in the field of hot and cold foil products and applications, will present the outcome of studies performed to ascertain the impact of metalized embellishments on forementioned processes. The findings have in the meantime been published by PTS and used by 4evergreen, FFI, CPI and WRAP. Special attention will be paid to the SLIM and Recosys programmes that the company recently introduced. Both programmes are related to the PET carrier Kurz are using to transport the lacquer system, including a metallisation. The SLIM program is related to the reduction with 50% of the PET carrier. Recosys is the programme and recycling process where the carrier material is taken back and recycled into a new plastic material.

*21 years ago, Christophe Dujardin started his journey at the company LEONHARD KURZ Stiftung & Co. KG as an area sales manager in the Benelux. In the first years he developed profound knowledge in the different application processes such as Hot Stamping and Cold Transfer finishing and this in all types of industry (graphic, plastic, wood, security...). After launching KURZ's first e-business platform in Europe he made his first experience with business development when he was asked to develop new markets in the Middle East. Today, he combines his technical, e-commerce and business development skills in order to inform everyone about the impact of metalized embellishment with KURZ products on sorting, recycling, deinking and composting processes. He works in close contact with the KURZ R&D team in order to develop new sustainable products for the future.*

09.25 – 09.50

**Comparing the different digital printing technologies on their sustainable characteristic**

*Phd dr Lode Deprez, VP Technology digital inks, imaging process & intellectual property at Xeikon (B)*

The presence of digital printing is not disputed anymore in the label market. The fact that digital is the solution to produce the shorter and medium runs more economically, allow for new business model and expand the creative aspects is well known. On the other side there is still little known on the chemistry and the energy requirements of the printing process behind the various technologies and more precise their resulting sustainable characteristics in terms of a simple carbon footprint calculation. In this session we will dissect the 4 main printing processes (dry and liquid toner, UV and aqueous inkjet) and mapping them within the sustainability landscape. There is no golden bullet, no perfect technology but being the in known helps in being aware which choice a label converter can make and also will show which tracks both the system providers and printers can follow to enhance the defossilization (not decarbonization) of our global society.



*Lode is Xeikon's very own "Chief Environment Officer". He received his PhD in organic synthesis at the University of Ghent in 1990. He was active during 9 years in the R&D department of Agfa and was specialized in diffusion transfer based silver halide printing plates for CTP applications. From 1999 he became responsible for the toner R&D department at Agfa moved with this group to Xeikon in 2000. He is now active for more than 20 years in the fields of toner and inkjet and is the named inventor or co-inventor on more than 70 patent applications and is also managing the IP and Regulatory Aspects of the consumables at Xeikon, with special attention towards all aspects of sustainability. Lode breaths sustainability with an industrial mindset. He's passionate and dedicated professionally as well as personally to keep our planet as a great place to live for everybody. An illusion? Not according to him, as long as we all contribute with one little step at a time.*

## FRIDAY, 25 NOVEMBER 2022

09.50 – 10.15

### What is the size of the UV LED prize?

Robert Rae, Managing Director – Sales GEW (EC) Limited (UK)



This presentation will highlight the sustainability opportunities enabled by the transition to LED curing. Primarily focusing on energy and CO2 savings by exploring global trends and running data across GEW's network of UV systems. But also by investigating other sustainability benefits enabled by LED curing, such as reduced waste, machine productivity improvements and residual mercury levels. Also the drivers for adoption and transition, such as return on investment, brand pressures and regulation will be shown.

*Part of the second generation of GEW, Robert joined the company in 2013. In the preceding years, Robert's responsibility has grown and he's now responsible for Sales, whilst also controlling new technology research with his background as a Chemist (MChem). Robert has driven the product development of the company's latest UV LED offerings, having a key role in bringing LeoLED to market in 2019 and AeroLED to market in 2022.*

10.15 – 11.00

### B&B Coffee break & visit tabletop

11.00 – 11.25

### Have you checked your waste bin lately? Use print inspection to minimize waste, improve production efficiency and save costs

Guy Yogev, Senior Director Product Marketing for AVT product line at Esko (IL)

Now more than ever, every scrap of label substrate counts. Substrate waste is the new enemy now that supply is disrupted, and costs are soaring. How can label converters be better prepared to reduce waste on the label print production line? Less waste contributes to better protection of the bottom line and profit margin, but at the same time greatly contributes to lessening the impact of the business on the environment. In this paper, Esko presents how print inspection technology enables you to...

- perform faster job change with minimal waste
- ensure the correct job is printed and avoid mistakes and re-prints
- respond immediately in case of print defects and reduce waste and time
- identify repetitive issues and their root cause
- ensure sufficient good material is printed to avoid re-prints (and waste)
- deliver excellent quality, every time, and assure no bad material leaves the floor



#### In this session, you will learn about:

- Market trends
- Get the tools you need to win the war on waste
- Understand how print inspection technology contributes to your corporate environmental sustainability goals

*Guy Yogev has 30 years of experience in pre-press, printing, packaging, and color, from which 22 years he dedicated to developing and launching the cutting edge AVT Inspection platforms, Color and Workflow Solutions, meeting both customers' needs and market trends.*

# PROGRAMME

## FRIDAY, 25 NOVEMBER 2022

11.25 – 11.50

### **Fujifilm: leading the transition from Analogue to Digital**

*Karl Borsky, Category Manager, Analogue Packaging EMEA at Fujifilm Europe (D)*



This presentation will show Fujifilm's capability in all relevant fields of Labels and Packaging production: A newly developed highly sustainable water wash flexo plate technology, eliminates the need of solvents, chemicals, additional films, etc. Additionally, Fujifilm has also developed a filtration unit for the water wash plate making process. The filtration system significantly reduces the amount of waste-water associated wash processing, extending the normal processor bath life by five times. An ecological and economical outstanding LED curing system UV Flexo inks for Labels and Packaging production from std. inks, LED and IDFC (indirect food compliant) products. In addition, Fujifilm will introduce new products coming from recent product development in the field of digital printing. This enables customers of Fujifilm to select from one supplier all relevant products/technologies they need.

*Karl Borsky recently joined Fujifilm Europe as Category Manager Analogue Packaging, EMEA. He manages all analogue products across the entire Fujifilm product portfolio applicable for packaging applications including flexo inks, printing plates, plate processors and curing systems. Karl has more than 16 years of experience working within the packaging industry. His first role was at Sun Chemical, where he was part of the R&D team working on ink formulation. He then progressed to work for packaging giant Constantia Teich, for over 14 years, with significant experience in analogue and digital packaging. Prior to joining Fujifilm, he worked for pigment company Habich, in product development.*

11.50 – 12.15

### **Yes, you can drive for more sustainability in label production**

*Patrick Graber, Strategic Product Marketing Manager for Labels at BOBST (E)*

The demand for sustainability is on everyone's agenda: from suppliers to brand owners, passing from converters, final consumers, and industry suppliers. We all can contribute to the environment. Discover how the label industry is undergoing a gradual transformation towards sustainability of the final label looking at materials, and chemistry. We will look at sustainability across the entire production process. We will share today's solutions together with some hints on where the future could take us. Join us for this presentation which can help you to deliver on sustainability now and at the same time reduce your operating costs, being attractive to the final customer and meet the Brand owner's sustainability requirements. This presentation is designed to help you to deliver on sustainability now and at the same time reduce your operating costs and meeting the brand owner's sustainability requirements.



*Patrick Graber is the Strategic Product Marketing Manager for Labels at BOBST. As part of his role, Patrick analyzes converters' challenges and looks closely at solutions for the future of digitalization in label production. Since 2017 he is working in the label industry. In addition to his role, he is also representing the industry at the BOBST Corporate Sustainability Committee, leading the way for a more sustainable future of label production. An Italian native, Patrick lives in Barcelona where BOBST has a label hub.*

12.15 – 12.40

### **Wrap-up panel discussion & Q&A with audience**

The five session chairmen will summarize the topics discussed in their session, provide their views and answer questions from the audience.

12.40 – 12.45

### **Closure of the Seminar**

*Alex Knott, Dow, FINAT Board Member & Chairman Seminar Subcommittee (B)*

12.45 – 14.00

**Lunch**



FRIDAY, 25 NOVEMBER 2022

## OPTIONAL TOUR TO THE HP GRAPHICS EXPERIENCE CENTER BARCELONA



- 14.00      **Departure by bus from the InterContinental to HP Experience Center\***  
(Assemble in the hotel's lobby)
- 14.30 – 16.30      **Visit HP Experience Center**
- 16.30      **Return to hotel and/or airport\***

(\* FINAT will arrange for bus transport to HP and back to hotel and/or airport after the visit)



The HP EMEA headquarters invite you to discover the latest innovation in our comprehensive HP Indigo Labels digital printing portfolio. Join us at a unique location in Barcelona on Nov 25th to see the presses in action, attend live demonstrations, and hear about the trends that are driving the future of Labels from HP's print industry experts.

**Also encompassed in the tour is a presentation titled 'Good for business & Good for the environment - the Labels digital (R) evolution' by: Fernando Gordillo, EMEA Flexible Packaging Business Dev & L&P Sustainability Lead at HP (E)**

### The presentation will cover:

- Brands goals today are more sustainable than ever
- When profitability meets sustainability – digital printing
- HP Indigo life-cycle thinking
- Importance of allowing printing on any off-the-shelf media
- Importance of meeting industry standards
- Not only labels – sustainable operations, supplies

**HP Graphics Experience Center Barcelona**  
**Cami de Can Graells, 1-21**  
**Sant Cugat del Vallès | Spain**  
**E-mail: HPEC@hp.com**

*Fernando has a Bachelor's in chemistry, University of Barcelona. He worked for Multinational Chemical companies like ICI and Akzo Nobel in the Packaging industry since 1993, in different EMEA roles like Technical Service, R&D, Regulatory, Technical Manager, Sales, and Product Marketing Manager. He joined HP in 2016 as EMEA Solutions Consultant Flexible Packaging and in 2020 moved to EMEA Flexible Packaging Business Development and Labels & Packaging Sustainability Lead roles.*



# USEFUL INFO

## HOTEL



### InterContinental Barcelona

Avda Rius I Taulet, 1-3 | E-08004 Barcelona, Spain

Tel: +34-93-4262223

E-mail: [reception@icbarcelona.com](mailto:reception@icbarcelona.com)

URL: <https://barcelona.intercontinental.com/en/>

## RESTAURANT

### Can Travi Nou

Carrer de Jorge Manrique, 08035 Barcelona

Tel: +34-93-4280301

URL: [www.gruptravi.com/can-travi-nou](http://www.gruptravi.com/can-travi-nou)

Can Travi Nou is an authentic catalan farmhouse famous for its charming spaces and food. With more than 30 years of experience the restaurant offers food lovers, a rustic and welcoming hideout, where they can enjoy delicious food, close to nature.



# NO

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This image shows a single sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



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FINAT - THE ASSOCIATION FOR THE EUROPEAN SELF-ADHESIVE LABELLING AND ADJACENT NARROW WEB CONVERTING INDUSTRIES