

# BPIF cartons



Welcome to this month's newsletter

## Putting a face to the Tweet

In a year when there will be so much going on for members it is essential that we take all opportunities to communicate our messages.

This month we have created our own LinkedIn account and redoubled our efforts to use Twitter to best effect. We are pleased to welcome **Amy Osborne** of BillerudKorsnäs to the PMG (Promotions and Marketing Group) where she can focus on ensuring that all our initiatives reach the widest possible audience.

*"We have the CartonVille website active to get our sustainability messages out to schools, but we need new plans to communicate the benefits of cartons to adults generally and brand owners in particular. Social Networking will play a growing part in achieving this," Amy commented.*



Follow us on LinkedIn



Follow us @BPIFCartons

## It takes one to teach one

The partnership between CartonVille and PaperWorks took a step closer to completion this week when a new 4 minute video was made that explains the different stages of carton production.

A key factor was to use a recently qualified student, **Lilly Thomas**, to act as a commentator to explain each step of the production process. The video is lodged within the PaperWorks section of the CPI website to encourage students studying design and technology to create a carton as part of their syllabus. **Jason Short**, chair of the PMG, explained: *"It was clear to us that a teenager familiar with the school environment instead of an adult with an industry background would relate more easily with students intent on designing some packaging as part of their schoolwork."*



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## More effective... *together*

The slogan above will be familiar to members of the BPIF but recently it has been proved in a much bigger environment – the EU in Brussels.



Prior to the last EU elections, European commissioners were set on legislation to increase recycling to a quite unachievable level. The proposed introduction of a 'Circular Economy' may well have been seen as an intended push toward greater environment sensitivity but it was very far from being commercially practical.

Along with other members of the Packaging Federation, **Jennifer Buhaenko** for BPIF Cartons, met with the UK minister to explain what the proposals would mean to UK industry. The result was strong opposition from the UK to Brussels and this, combined with criticism by European trade associations, resulted in the recent announcement by **Jean-Claude Juncker**, president of the EU commission, that the new directives would be scrapped. Reasoning was that the proposals were very far from receiving unanimous support and more significantly did not sit comfortably with the new EU focus on a new boost for jobs growth and investment.

*Look out for more comment on public affairs as we move closer to the General Election in May.*

## Your news

Over the next ten years, there are some key issues and trends that will pose a number of major challenges for the Packaging Industry. That is why the **Paper and Board Association** has decided to support a Stationers' Company study entitled: The Future of Packaging - the outlook for fibre and non-fibre-based packaging to 2025. Due to be published in May 2015, full details of this definitive sector study may be found on

<http://stationers.org/shop/955-futureofpackaging1html>



## 'Pay and Stay'

Eight years ago, BPIF Cartons took the lead in bringing one of our major retailers before the OFT (*Office of Fair Trading*) for linking supplier approval with rebate payment. While there was never any public acceptance of guilt the practice stopped within days.

On 5th December 2014, the BBC reported prominently that Premier Foods had been accused over the practice of '**pay and stay**'. Specifically existing suppliers were threatened with de-listing unless they co-operated with **Gavin Darby** who was quoted as saying, "We will now require you to make an investment payment to support our growth".

If you have experienced such practices from Premier Foods or any other customer then do let us know. The new adjudicator of the groceries code – **Christine Tacon** - is keen to hear from trade associations acting anonymously on behalf of its members where there are any examples of injustice within the groceries supply chain.

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## Events to act on... *now!*

### Chairman's Lunch - 16th January

Last year, this event topped the charts as the most enjoyable gathering in the calendar and this year's is fast running out of space.

But more than that it really is your chance to learn about what we are about and how you can make membership work for you. Each member of the General Committee accounts to you for their area of interest which doubtless requires a lot of their time during the year. It is just about one week away now so to add your name to the 70 or so attending you need to ring NOW to see if we can fit you in. *Call Neal Whipp on 07973 894762.*

*P.S. Don't even think of driving – it's a day to let the train take the strain.*

### Teppan Yaki - Birmingham 24th February

The perfect way to recover from stand-building stress is to invite the team to join us in Birmingham for a unique Teppan Yaki meal. Join in tossing the eggs or bashing the cutlery or maybe just networking with other members prior to the adrenalin rush of the following day's *Packaging Innovations*. Go to the website calendar for details and to book your seat. We take over the entire restaurant so when it is full, that's it! Accommodation available at Holiday Inn City Centre.

### What a Waste - a One Day Conference for Members Only in Nottingham on 24th March

A serious day looking into all aspects of reducing the cost of waste in carton making. Starting with an analysis of the scale of current waste (*if you all return your completed waste questionnaire*), a brand owner looking at how to design waste out of a carton, moving on to a new perspective on board purchasing, case studies within and outside carton making, how you might look at things differently and concluding with some sums from the computer – making MIS work for you. Tuesday 24th March will end with a separate presentation providing an update on how international food manufacturers see current food safe packaging issues.

But Tuesday 24th begins at 20.00 on Monday 23rd when there will be a dinner for delegates at the Alea Casino and who knows you might be invited as a guest to join one of ten table hosts. *The fun starts here.*

[www.bpifcartons.org.uk/calendar](http://www.bpifcartons.org.uk/calendar)



### New at Packaging Innovations - Surgeries for Brand Owners & Retailers

As part of a project to raise the profile of carton benefits among brand owners and retailers we are working with EasyFairs and NOA to utilise a private meeting room behind the Pro Carton/CartonVille stand for half hour surgeries on topics proposed by our Partner Members. The concept is that Partner Members will choose subjects that they would like to discuss with carton specifiers and nominate who in particular they would like invited. The invitations are sent out to the nominated targets who are encouraged to respond directly to BPIF Cartons so that an appointment can be booked.

In this way several parties are alerted to carton benefits and if the features discussed are available from converter members exhibiting at the show then visitors can be directed to them. Otherwise brand owners can use the *'find a supplier'* section of the website to locate a converter highlighting the particular feature. *Have you refreshed your page on the website recently?*

*Happy New Year*  
*from*  
**BPIF cartons**

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