NEWSFLASH

2026 November

INTERGRAF



Intergraf Currency+Identity 2026: Copenhagen celebrates 50 years of innovation

The Golden Edition of Intergraf Currency + Identity brought together 1,070 participants from 70 countries in Copenhagen in October 2026. Marking 50 years since the first Intergraf security printing event in Milan in 1976, the conference celebrated five decades of international collaboration while exploring the challenges and opportunities shaping the future of currency and identity.

The event opened on 14 October, bringing together industry experts, governments, central banks and law enforcement representatives for three days of presentations, discussions and networking. Keynote speaker Thomas Koulopoulos invited participants to consider what the next 50 years might hold, highlighting the importance of safeguarding trust, accountability and integrity in an increasingly interconnected physical and digital world. The conference programme addressed a broad range of topics, including the future of cash, banknote security, digital identities, artificial intelligence and increasingly sophisticated forms of fraud.

Innovation remained at the heart of the event, with the Industry Innovation Arena returning for another edition. This year, 24 exhibitors took to the stage to present their latest developments and perspectives in eight-minute pitches. The exhibition itself was the largest in the event's history, providing participants with opportunities to discover new technologies, exchange expertise and establish business connections. As a tribute to the design city Copenhagen Intergraf hosted Design Awards, which challenged ten exhibitors to transform recycled or surplus materials into original and functional creations, demonstrating the industry's creativity and commitment to sustainability.

The event also featured an expanded focus on certification and professional development. Intergraf Certification welcomed a record 65 participants to its workshop, which explored updated certification requirements alongside emerging challenges related to artificial intelligence and cybersecurity. Beyond the conference sessions and exhibition, networking opportunities throughout the three days allowed participants to reconnect with industry colleagues, establish new partnerships and celebrate the event's 50-year milestone.

The Golden Edition also marked an important transition for Intergraf's Committee of Experts, as Dieter Sauter (Bundesdruckerei and recently OVD) handed over the chairmanship to Bernd Kümmerle (Veridos) after years of dedicated service. Intergraf expressed its appreciation for Dieter's contribution and welcomed Bernd into his new role. With five decades of experience bringing together the global security printing community, Intergraf Currency+Identity continues to provide a key platform for exchanging knowledge and addressing the industry's evolving challenges.

The next edition will take place in Valencia, Spain, from 4 to 7 April 2028.

European paper recycling rate remains at 76.4%, exceeding 2030 target

The European Paper Recycling Council (EPRC) has published its 2025 Monitoring Report, confirming that Europe's paper recycling rate remained stable at 76.4% in 2025, exceeding the voluntary target of 76% set for 2030 under the European Declaration on Paper Recycling 2021–2030.

According to the report, 53.9 million tonnes of paper and board were collected and recycled in 2025, representing a slight decrease of 0.3% compared to the previous year. Meanwhile, paper and board consumption declined by 0.4% to 70.5 million tonnes, leaving the overall recycling rate unchanged.

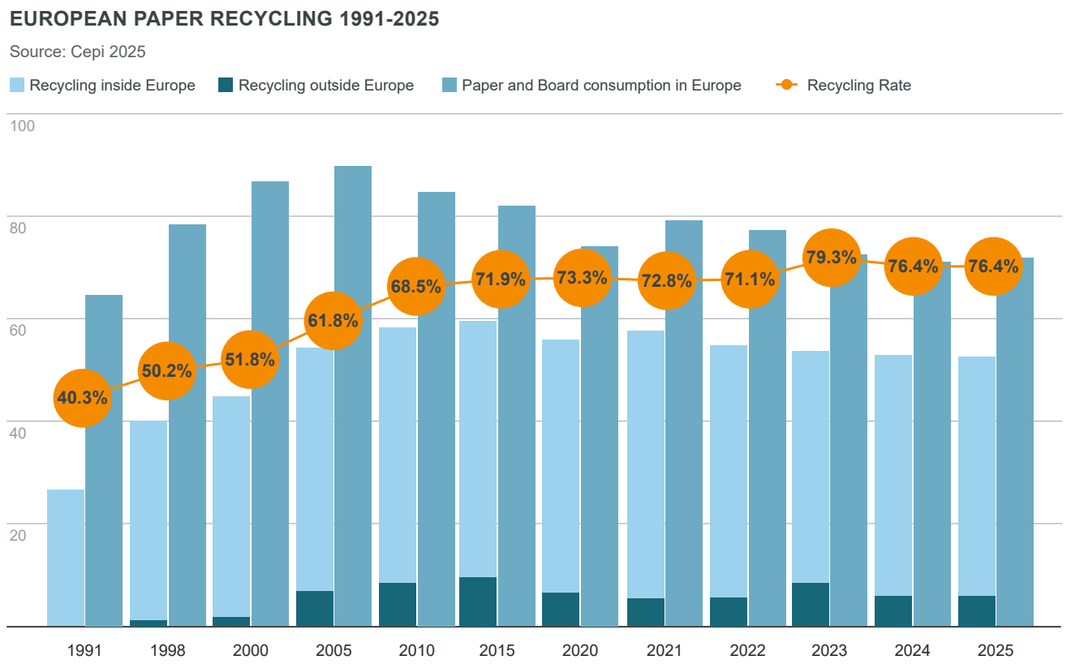
Europe continues to lead globally in paper recycling. In 2025, 20 European countries achieved recycling rates above 70%, compared to 17 in 2024. Paper and cardboard packaging also maintained its position as the most recycled packaging material in the EU, with a recycling rate of 87%, according to the latest Eurostat figures for 2023.

Beyond the figures, the report highlights ongoing efforts across the paper value chain to improve collection systems, promote ecodesign and advance recycling technologies. Particular attention is given to the development of harmonised recyclability assessment methods and Design for Recycling criteria under the EU Packaging and Packaging Waste Regulation (PPWR).

The results demonstrate the effectiveness of Europe's established paper recycling infrastructure and the importance of continued cooperation across the value chain to maintain and further improve recycling performance.

Intergraf is a signatory to the European Declaration on Paper Recycling 2021–2030, alongside other industry associations, supporting the shared commitment to improving paper recycling and strengthening the circular economy.

The full 2025 Monitoring Report is available on the European Paper Recycling Council's website.





Registration open for Shaping the Future with Packaging 2027 in Brussels

Intergraf and FTA Europe, supported by Smithers, are pleased to announce that registration is open for Shaping the Future with Packaging 2027, taking place on 18–19 February at the Sheraton Brussels Airport Hotel. The conference will bring together professionals from across the European packaging and printing industries to explore the regulatory, market and technological developments shaping the sector's future.

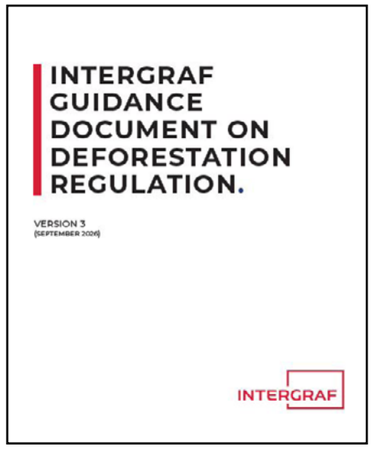
The conference programme will address key challenges and opportunities facing the packaging industry, with particular attention to the implementation of the EU Packaging and Packaging Waste Regulation (PPWR) with the confirmed participation of the European Commission, market developments, and technological innovation. Other topics will include artificial intelligence in packaging design, design for recycling, and industry case studies showcasing practical approaches to emerging challenges. The conference programme will address key challenges and opportunities facing the packaging industry, with particular attention to the implementation of Packaging and Packaging Waste Regulation (PPWR) with the confirmed participation of the European Commission, market developments, and technological innovation. Other topics will include artificial intelligence in packaging design, design for recycling, and industry case studies showcasing practical approaches to emerging challenges.

The event will begin on Thursday, 18 February, with a welcome lunch followed by an afternoon of presentations and discussions. A networking dinner will provide opportunities for participants to exchange ideas and establish new connections. The conference will continue on Friday morning, 19 February, concluding with lunch. As part of the Shaping the Future with Print conference series, the event builds on Intergraf's commitment to providing industry professionals with insights into the developments affecting Europe's printing and packaging sectors. Preferential registration fees are available for companies belonging to Intergraf and FTA Europe member associations, while eligible association representatives and associate members benefit from complimentary participation.

Registration is now open! Interested participants are encouraged to secure their places and follow Intergraf's website for further programme and speaker announcements. Companies interested in sponsorship opportunities can contact Sergejs Mikaeljans at smikaeljans@intergraf.eu.

REGISTRATION HERE





Intergraf updates members on EUDR compliance and shares latest guidance

On 7 October 2026, Intergraf organised a webinar to help printing companies prepare for the implementation of the EU Deforestation Regulation (EUDR), scheduled to apply from 30 December 2026. The webinar provided an overview of the final set of requirements applicable to the printing industry and was accompanied by the distribution of an updated EUDR guidance document, available exclusively to Intergraf members.

Presented by Intergraf Secretary General Beatrice Klose and Senior Policy Advisor Laetitia Reynaud, the webinar focused on the practical implications of the Regulation for printing companies operating both within and outside the EU. Particular attention was given to identifying which printed products remain within the scope of the EUDR following recent legislative changes. While products classified under HS 49, including books, newspapers and magazines, have been excluded, certain products under HS 48, such as printed packaging, labels and stationery, remain subject to the Regulation.

The webinar also examined the different obligations applicable to printers depending on their position in the supply chain, including importers, downstream traders and exporters. Participants received practical explanations of due diligence requirements, documentation and traceability obligations, supported by scenarios illustrating different business situations.

Alongside the webinar, Intergraf shared the latest edition of its dedicated EUDR Guidance Document (Version 3, September 2026). The publication provides detailed explanations and practical matrices to help printing companies determine their responsibilities and prepare for compliance. The webinar recording and presentation were also made available to participants and Intergraf members.

This guidance is among the exclusive benefits Intergraf provides to its membership. Intergraf represents 22 national printing associations from 21 European countries, whose member companies benefit from the federation's work at European level. In addition to its national association members, Intergraf welcomes associate members, including individual companies and industry organisations. Through this structure, members gain access to specialised regulatory guidance, market reports, policy updates and networking opportunities.

By providing timely information and practical resources, Intergraf continues to support its members in navigating increasingly complex EU legislation and ensuring that the printing industry's interests are represented at European level.





Study: printed magazine advertising outperforms

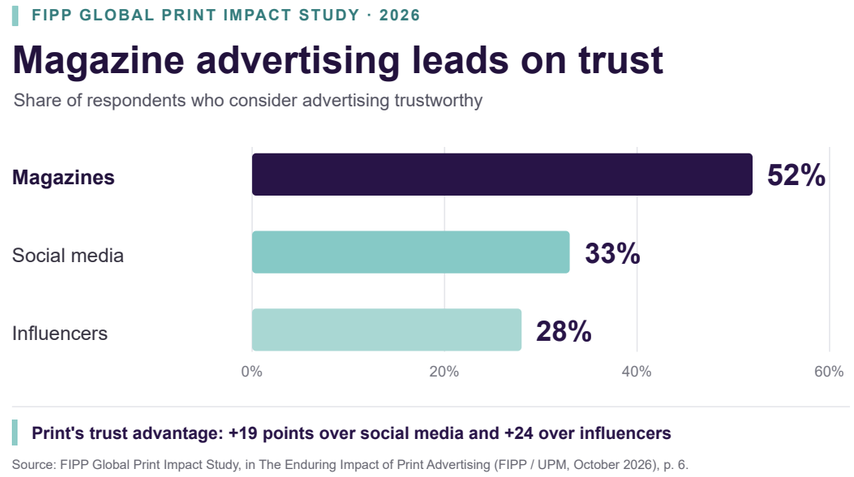
A new international study published by FIPP and UPM Communication Papers highlights the continued effectiveness of printed magazine advertising, demonstrating its advantages in consumer trust, engagement and advertising relevance compared with digital alternatives.

The report, The Enduring Impact of Print Advertising, was presented on 14 October at the FIPP World Media Congress in Madrid. Based on research conducted among 1,923 adults across Europe, the UK, North America and Australia, the study examines consumer perceptions of printed magazines and their advertising effectiveness. According to the findings, 52% of respondents consider magazine advertising trustworthy, compared with 33% for social media advertising and 28% for influencer advertising. Printed magazines also performed strongly in terms of reader engagement, with 63% of regular magazine readers reporting that advertisements in magazines make them happy, compared with 39% for influencer advertising.

The research also highlights the importance of editorial context. Around 70% of magazine readers reported paying greater attention to advertisements that complement the surrounding editorial content, while 72% said they notice advertisements more when they relate to their personal interests.

Another finding concerns younger audiences. Despite the widespread assumption that younger generations primarily consume digital media, 41% of respondents aged 18–34 reported reading magazines more frequently than before.

The study also examined the relationship between trust and human-created content, finding that 66% of magazine readers trust their favourite magazine brands more because their content is produced by humans rather than artificial intelligence. The findings underline the continuing relevance of printed magazines in an increasingly digital media landscape, demonstrating how print can offer advertisers a trusted environment while maintaining meaningful connections with readers.





France reports increasing pressure on newspaper distribution costs

France's regulatory authority for press distribution, Arcep, has reported an increase in the costs shared by newspaper and magazine publishers to support the distribution of daily newspapers, highlighting the growing economic challenges facing the printed press.

In a decision published on 22 October 2026, Arcep set the equalisation amount for 2025 at €7.71 million, compared with €7.03 million in 2024. This represents an increase of approximately 9.7%, reversing a downward trend observed since 2021.

Under France's Bichet Act, the equalisation mechanism distributes the unavoidable costs associated with daily newspaper distribution among publishers using shared distribution services. According to Arcep, the increase reflects the fact that newspaper distribution volumes have declined more rapidly than the associated transport costs.

The regulator has also set the provisional monthly contribution rate for November 2026 to October 2027 at 0.75% of publishers' previous-month cover-price sales, up from 0.64% in the preceding period.

The findings highlight a broader structural challenge for the printed press: as circulation declines, maintaining an extensive physical distribution network becomes increasingly difficult, placing additional financial pressure on publishers and raising questions about how to secure the long-term sustainability of newspaper distribution.

EVENTS

- Shaping the Future with Packaging 2027, February, 18-19 February 2027, Brussels, Belgium
- Print Matters 2027 conference, 4 June 2027, Tallinn, Estonia.

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