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INTERGRAF

REGISTRATION IS OPEN

JUNE 13

PRINT MATTERS CONFERENCE

CONNECT, NETWORK AND BUILD THE FUTURE OF PRINT



Print Matters 2025: registration now open!

Join us in Zurich on 13 June 2025 for [Print Matters 2025](#), organised by Intergraf and NOPA. This year's conference will feature expert insights on business growth, sustainability, market trends, cybersecurity, and more, with international delegates from across the world. Secure your place now and be part of the conversation shaping the future of print!

Intergraf and the Nordic Printing Association (NOPA) are pleased to announce that registration is officially open for the Print Matters 2025 conference, taking place at Novotel Zurich City West on Friday, 13 June 2025, in Zurich, Switzerland.

This year's edition will offer a rich programme addressing key topics across the printing industry. **Business Matters sessions** will focus on strategic growth through acquisitions, AI-driven production planning, and initiatives to attract the next generation of print professionals. **Sustainability Matters** will provide hands-on insights into regulatory compliance with the European Deforestation Regulation (EUDR) and include a ClimateCalc case study on carbon reporting. **Economic Matters** will feature a supplier panel discussing the future of print, market trends, and the effectiveness of print advertising. **Security Matters** will address cybersecurity in newspaper production and provide updates on developments in the paper supply chain.

The conference will also welcome international participants from the World Print & Communication Forum (WPCF), with delegates expected from South Korea, the United States, China, Hong Kong, Japan, India, Nepal, and South Africa, joining European colleagues in Zurich.

In addition to expert-led sessions, the event will offer excellent networking opportunities. A welcome cocktail will be hosted the evening before the conference, followed by a conference dinner after the main programme. Participants will also have the opportunity to join a company visit to a local printing house.

[Register now](#) and join the conversation on shaping the future of print. You can explore the full programme and learn more about the speakers on our website.

For sponsorship opportunities, please contact Sergejs Mikaeljans at smikaeljans@intergraf.eu.



EU-US tariffs: what it means for printed products

Trade tensions between the European Union and the United States have once again come into focus—this time with potential implications for a wide range of imported goods. While the situation is still evolving, printed products have so far remained exempt from the most recent round of U.S. tariffs.

The current discussions are part of a broader, long-running trade dispute that began in 2019, when the Airbus-Boeing subsidy conflict led the United States to impose 25% tariffs on certain EU goods, including printed matter from the UK and Germany. At the time, Intergraf—together with other affected sectors—advocated for the suspension of these tariffs.

In 2021, the EU and U.S. reached a provisional agreement, and the tariffs were suspended.

In April 2025, the United States reinstated tariffs on aluminium and steel, along with broad 10% horizontal tariffs on all imported products—including those from the EU. However, printed products were included in the official exemption list, published by the White House (see exemption list [here](#)).

This exemption is notably linked to the protection of freedom of speech, as outlined in the First Amendment of the U.S. Constitution.

According to current information, these horizontal tariffs will remain in place until early July 2025. In response, the EU has suspended its countermeasures, allowing room for further negotiations.

While printed products are currently protected from the renewed tariffs, the broader dispute may have indirect consequences for the industry. Materials such as pulp and paper—essential to print production—could be affected by changes in global trade flows, price fluctuations, and increased market uncertainty.

Intergraf will continue monitoring developments and engaging with stakeholders to ensure that the interests of the European printing industry are taken into account in ongoing trade discussions.

France decides against nationwide rollout of 'Oui Pub' doordrops scheme



The French government has announced that the 'Oui Pub' scheme—an initiative aimed at reducing unsolicited advertising mail—will not be rolled out nationwide. The decision follows a mixed evaluation of the pilot project, which began in September 2022 across 14 volunteer regions.

Under the 'Oui Pub' system, residents must explicitly consent to receiving unaddressed advertising by placing a 'Oui Pub' sticker on their mailboxes. Without the sticker, households no longer receive such printed advertisements by default.

In a statement, authorities explained that the evaluation report of the experiment revealed "very mixed results" and noted that the broader advertising sector

is already undergoing a transition toward more sustainable practices. As a result, the report is not accompanied by legislation to extend the scheme to the entire country.

The decision marks a cautious approach to regulating printed advertising in France, as the government weighs environmental concerns against economic and communication interests.

EU simplifies EUDR application

On 15 April, the European Commission published an updated FAQ and guidance document that provides further clarifications and simplifications to the interpretation of the EUDR legal requirements. Notably, it clarifies that geolocation data do not need to be shared along EU supply chains. It also explains that large companies can limit the ascertaining of suppliers' due diligence to the collection of reference numbers and verification of their validity, without the need for a further auditing exercise.

The documents confirm that one Due Diligence Statement (DDS) can be submitted for multiple shipments or batches of products, allowing large printers to cover several editions of publications or several printed matters in one DDS. They also clarify that re-imports into the EU of products that had been exported from the EU are granted the possibility to refer to suppliers' DDS.

The European Commission further proposes to slightly amend the scope of the regulation by removing items of correspondence and 'accessory materials' like leaflets, catalogues, and marketing materials accompanying a product. Some of these simplifications and exclusions can be linked to Intergraf's recent meeting with the European Commission, where the industry's concerns were discussed in detail. Intergraf is preparing a contribution to this proposal to remove EUDR obligations from further print buyers.

The recently updated Intergraf Guidance document will need to be adapted to incorporate these new clarifications and simplifications. Additionally, Intergraf is preparing online round table discussions to enable printing companies to discuss their compliance journey and exchange best practices.



Shaping the Future with Packaging 2025 concludes in Brussels

The European printed packaging sector is on track for steady growth, driven by sustainability, automation, and technological innovation. According to the latest market data, the sector is projected to grow to €114.6 billion by 2029, with an annual growth rate of 1.9%. Flexographic printing, the dominant technology in Europe, is forecast to rise by 1.4% annually, increasing from €44.0 billion in 2024 to €47.2 billion in 2029.

On 10–11 April, over 100 delegates from 23 countries gathered at Shaping the Future with Packaging 2025 conference to explore the regulatory, technological, and market trends shaping printed packaging in Europe and beyond. Organised by Intergraf and FTA Europe, with support from Smithers, the event offered a platform for collaboration and insight.

Moderated by Joanna Stephenson (Think B2B Marketing), the conference featured leading policymakers, industry experts, and business leaders:

Market Trends: Jon Harper Smith (Smithers) reported a shift toward water-based inks and growing digital printing in cartons and flexibles.

EU Rules: Ioannis Antonopoulos (European Commission) presented the Packaging and Packaging Waste Regulation (PPWR), setting binding sustainability targets for all products, including online sales.

Artificial Intelligence: Pieter De Buysser (NXTGEN) discussed how tools like AI can drive innovation when used wisely.

Retail Influence: Peter Stael (Across-consult) showed how shelf strategies are reshaping packaging design.

Industry Innovations: Case studies from Goglio and Ghelfi Ondulati highlighted transitions from gravure to flexo and hybrid flexo-digital printing.

Label Market Recovery: Jules Lejeune (FINAT) reported a 15% rebound in the European label market after a 2023 downturn.

Asia's Growth: Suhas Kulkarni (SOMA Enterprise) outlined strong growth in South and Southeast Asia, with trends in smart labels and eco-materials.

Data-Driven Sustainability: Nikolaas Verhelst (VPK Group) showed how smart data is helping to optimise packaging and cut emissions.

Gifting Market Transformation: Paul Horton (Diageo) demonstrated how AI is revolutionising personalised packaging in the booming gifting sector.

The industry is clearly undergoing rapid transformation, with flexibility, innovation, and collaboration essential to navigate new EU rules and market demands.

Market Report

All attendees received the European Packaging Market Report by Smithers, offering in-depth industry analysis. Non-attendees can purchase the report for €250 by contacting Sergejs Mikaeljans at smikaeljans@intergraf.eu.



Survey: sustainable packaging preferences strengthen despite economic pressures

European consumers are increasingly prioritising sustainable packaging, even as concerns over the cost of living and climate change dominate the public agenda, according to Pro Carton's 2025 European Consumer Packaging Perceptions Survey. The [study](#), based on responses from over 5,000 participants across Germany, France, Italy, Spain, and the UK, offers important insights into shifting packaging preferences and consumer expectations.

Consumers continue to favour sustainable materials, with 89% preferring cartonboard over plastic packaging—up from 87% in 2024. Environmental factors such as recyclability (65%), resealability, and the use of renewable, natural materials are key influences when choosing packaged products. Additionally, 37% report actively reducing their consumption of plastic-packaged goods.

Confidence in recycling has also grown, with 84% of consumers saying they can identify recyclable materials. Cartonboard and corrugated cardboard lead the way, being recognised as recyclable by 83% and 85% of consumers respectively—outpacing even glass for the second consecutive year.

There is strong consumer demand for businesses to take greater action on sustainability. More than half of respondents believe brand owners bear the primary responsibility for reducing packaging waste, followed by consumers (21%), governments (14%), and retailers (8%). Packaging sustainability is also increasingly influencing brand loyalty: four in ten consumers have switched brands over the past year due to concerns about non-recyclable packaging, with younger consumers (aged 18–29) being especially proactive.

However, price sensitivity remains a factor, with 64% stating they will only choose sustainable products if they are competitively priced compared to conventional options.

Packaging Trends Amid Broader Consumer Concerns While packaging sustainability remains a clear priority, broader concerns are reshaping consumer behaviour. The survey shows that 66% of Europeans cite the cost of living as their top concern, slightly ahead of climate change (62%). Despite these pressures, sustainability continues to play a vital role in purchasing decisions, particularly in Spain and Italy where it has gained even more importance over the past year.



Pulp and paper industry backs fossil fuel phase-out at EU Parliament event

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As the fourth-largest industrial user of energy in Europe, the pulp and paper sector has already achieved a 46% reduction in CO₂ emissions since 2005, successfully decoupling industrial growth from increased climate impact. However, under the EU Emissions Trading System (EU ETS), the sector must reduce emissions by 62% by 2030, with even stricter targets expected in the coming decades.

To meet these ambitious goals, the industry has, over the past five years, brought together professionals from renewable energy engineering, finance, and regulatory fields through its Energy Efficiency Solutions Forum (EESF). Currently, the sector invests over €5 billion annually, much of it directed toward clean energy technologies.

The event also highlighted the relevance of the EU Clean Industrial Deal, proposed earlier this year by the European Commission.

The Deal outlines plans for €100 billion in funding, green public procurement initiatives, and a Bioeconomy Strategy aimed at creating more favourable investment conditions across European manufacturing. For the pulp and paper industry, these measures could support significant emissions reductions and foster large-scale energy transition projects.

If fully implemented, the industry estimates it could increase its renewable on-site electricity and heat production by nearly 31 TWh by 2030, in addition to the 50 TWh already generated. However, long-term success will require sustained and increased investment. According to Commission projections, industry-wide investment levels need to increase sevenfold to meet post-2030 climate targets.

As part of the Parliament event, the industry launched its REINVEST 2050 [report](#), which presents 28 recent investment cases demonstrating effective fossil fuel phase-out in paper manufacturing. All projects featured were initiated within the last two years—despite the high energy and material costs in Europe—underscoring the industry's commitment to decarbonisation.



Print remains a key revenue stream for U.S. publishers

Despite ongoing declines in circulation, print [remains](#) one of the top three revenue sources for U.S. publishers, alongside digital products and events, according to recent industry findings. The enduring financial importance of print comes as the publishing sector continues to navigate significant changes driven by digital consumption habits.

The Alliance for Audited Media (AAM) has announced plans to modernise its digital reporting standards to better capture evolving readership patterns. Current AAM data often underrepresents digital circulation, particularly for mobile and app-based readership, providing an incomplete picture of the industry's overall health.

While publishers invest heavily in digital platforms, print products continue to deliver substantial income, helping to stabilise many media companies during a time of market volatility. New revenue from digital operations, although growing, has not yet fully offset losses from declining print subscriptions and advertising.

To better align reporting with today's media environment, AAM plans to update its standards by replacing outdated categories like "replica" and "non-replica" editions with terminology such as desktop, mobile web, mobile app, and third-party platforms. These updates, expected by September, aim to simplify the reporting process.

Meanwhile, external market pressures persist. U.S. newspapers, which rely heavily on Canadian newsprint, remain cautious amid discussions about potential tariffs, although newsprint has so far been exempted from new trade measures.

As the industry evolves, accurate reporting remains essential for advertisers, media buyers, and publishers alike. AAM's modernised standards aim to ensure a clearer view of the media landscape — one where print, despite digital growth, continues to play a critical financial role.



European Paper Recycling Council (EPRC) appoints new Chair

The European Paper Recycling Council (EPRC) announced the appointment of Valeria Salvadori as its new Chair. Representing EPRC member the European Tissue Symposium (ETS), Salvadori will lead the Council for a two-year term, succeeding Andrea Orallo, Director for Recycling at ASPAPEL, who represented Capi.

Valeria Salvadori is the Global Innovation & Sustainability Director at Essity Consumer Tissue and a member of the ETS Product Stewardship Council team. With 12 years of experience in manufacturing, innovation, and sustainability across the paper and tissue industries, she brings extensive expertise to her new role.

During her mandate, Salvadori aims to strengthen collaboration across the paper value chain and support the industry's ongoing efforts to enhance the recyclability of paper- and tissue-based products. She plans to focus on raising public awareness of the benefits of separate paper

collection for recycling and explore new opportunities to improve the recyclability of tissue products.

Her objective is to ensure that paper and tissue-based products are recognised as key enablers of the Circular Economy and the Bioeconomy, contributing to a robust secondary raw materials market.

EVENTS

■ Print Matters 2025, Zurich, Switzerland, 13 June 2025. More info [here](#).

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The Intergraf Newsflash is edited by Sergejs Mikaeljans.

Contact Sergejs if you have news to share:

smikaeljans@intergraf.eu | +32 (0) 2 230 86 46