



## Intergraf announces winner of Young Talent Award 2025

Intergraf is proud to announce the [winner](#) and finalists of the Young Talent Award 2025, our annual initiative to highlight the fresh perspectives of young professionals in the printing industry. This year's first prize was awarded to Sarah Schumacher from Germany, with Yuliyana Tsigova and Victoria Dimitrova, both from Bulgaria, receiving second and third place respectively.

Now in its eighth year, the Young Talent Award continues to promote innovation and elevate the voices of the next generation. As the print industry adapts to new technological and societal demands, it is crucial to understand how young people perceive its future and how the sector can better attract and support emerging talent.

The 2025 competition asked participants to reflect on how print companies can attract and engage younger generations. In her winning entry, Sarah Schumacher addressed the disconnect between industry offerings and youth expectations, especially in terms of innovation and digital integration. "Even the best innovations mean little without visibility," she wrote, calling on print companies to engage more directly with schools, universities, and online platforms, and to empower young employees to lead with guidance from experienced professionals.

Yuliyana Tsigova, awarded second place, argued that the industry's future lies in its capacity to innovate through

digital printing, 3D applications, printed electronics, and sustainable production methods. She stressed the need to promote the sector's dynamic and evolving nature to young people interested in technology, creativity, and environmental impact.

Victoria Dimitrova, in third place, called for a holistic approach that combines innovation, education, and career visibility. She highlighted the importance of digital integration and aligning industry practices with the values and interests of millennials and Gen Z. "The key challenge is visibility, young people must first be informed of the industry's wide-ranging opportunities," she noted.

Sarah Schumacher presented her winning ideas during the Print Matters 2025 conference, held on 13 June in Zurich, where her contribution added a valuable perspective to discussions on the future of the graphic industry.

Intergraf extends its sincere thanks to all participants for their thoughtful and inspiring submissions.





## Print Matters 2025: global print industry leaders meet in Zurich

The [2025 edition](#) of Print Matters, held on 13 June in Zurich, Switzerland, brought together over 100 professionals from more than 27 countries for a full day of strategic exchange on the future of the graphic industry. Co-organised by Intergraf and NOPA, with attendance of the World Print & Communication Forum (WPCF), the annual conference once again proved to be a key platform for industry collaboration, innovation, and policy insight.

This year's programme explored major shifts affecting the sector, with dedicated sessions on sustainability, business development, AI and digitalisation, cybersecurity, and attracting the next generation of talent. Participants included representatives of national printing associations, printing companies, suppliers, and policy experts.

### Key highlights from the programme:

**Vince Bang** (Mattenbach AG) shared a practical framework for growth through acquisitions in Switzerland's stable economic landscape.

**Tobias Kaase** (mediaprint solutions GmbH) emphasised the urgent need for adaptation,

with digital printing, e-commerce, and AI-driven smart production now forming the baseline for competitiveness.

**Sarah Schumacher**, winner of the Intergraf Young Talent Award 2025, called on the industry to rethink how it communicates its value to younger generations and urged stronger ties with education systems.

**Laetitia Reynaud** (Intergraf) and **Katarzyna Rybicka** (Walstead) addressed compliance with the European Deforestation Regulation (EUDR), and the latter shared insights on sustainable innovation in retail print.

**Manuela Teodorescu** (Paragon) presented a compelling case study on carbon tracking using ClimateCalc, offering a model for emissions transparency across complex operations.

**Justin Cairns** (Ogilvy UK) and **Jennifer Kolloczek** (Canon Europe) spoke to the emotional and strategic power of print in an increasingly digital world.

A strategic supplier panel led by **Charles Jarrold** (BPIF) with participation of **Jennifer Kolloczek**, **Jochen Bender** (Heidelberg), and **Bruno Müller** (Müller Martini) examined the future of print from multiple angles, including automation, sustainability, and workforce development.



Justin Cairns, Head of Offline Production, Ogilvy



Tobias Kaase, CEO, mediaprint solutions GmbH

**Clemens Unterberger** (Sappi) analysed ongoing structural changes in Europe's paper market, including declining demand and the need for market repositioning.

The conference concluded with a timely warning from **Dick Ranzijn** (Rodi Groep) on the growing threat of cybersecurity breaches, urging printers to treat digital protection as a business-critical issue.

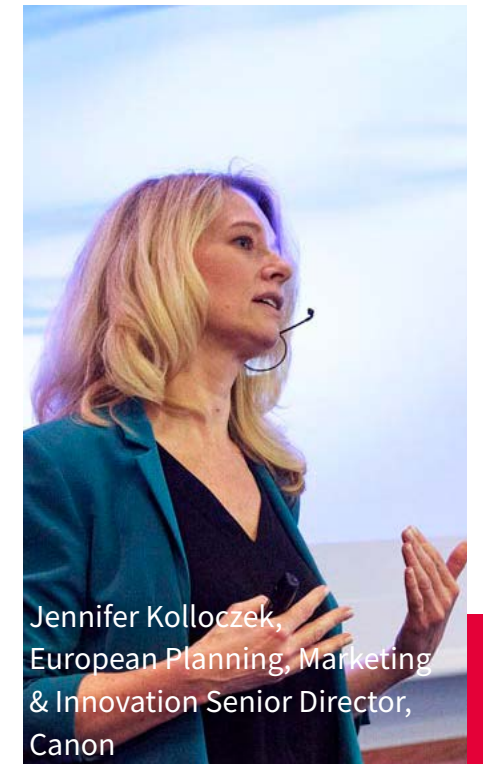
Print Matters 2025 confirmed the industry's strong commitment to innovation, sustainability, and strategic evolution, as well as its continued relevance in today's changing media and regulatory environment.

**The next edition of Print Matters will take place on 5 June 2026 in Budapest, Hungary.**

A media kit with conference photos is available upon request.

More information and the official press release are available [here](#).

Print Matters 2025 was kindly sponsored by the **KURZ Group** and supported by **dpsuisse** – swiss digital + print association.



Jennifer Kolloczek, European Planning, Marketing & Innovation Senior Director, Canon







## European Commission to withdraw Green Claims Directive – but leaves door open to a deal

On 20 June 2025, the European Commission [announced](#) its intention to withdraw the proposed Green Claims Directive, a legislative initiative aimed at combating greenwashing in business-to-consumer communications. Originally presented in 2023, the proposal would have required companies to substantiate their environmental claims and obtain approval for both green claims and eco-labels from national authorities.

The withdrawal announcement came as a surprise, especially as trilogue negotiations between the European Parliament, Council, and Commission were still ongoing, with a final round tentatively scheduled for 23 June.

This move follows a formal request from the European People's Party (EPP), the largest political group in the European Parliament, which urged Environment Commissioner Jessika Roswall to drop the proposal. The EPP argued that the directive contradicts the EU's renewed focus on reducing regulatory burdens for businesses.

At a press briefing, Commission spokesperson Stefan de Keersmaecker confirmed the Commission intended to withdraw the Green Claims proposal, but refused to provide further details. Just a day earlier, the Commission had stated it would assess the outcome of the trilogue negotiations before making any decision.

In yet another reversal, the Commission later clarified that it would only proceed with the withdrawal if the Council's amendment, which expands the directive's scope to cover 30 million micro-enterprises, is not removed. This leaves the door open for a potential agreement if institutions can reach a compromise.

The uncertainty surrounding the future of the directive highlights growing political tensions between environmental ambitions and efforts to cut red tape for businesses.

EUROPEAN  
PRINTING  
INDUSTRY  
KEY DATA



## Intergraf releases 2025 Economic Report on the European Graphic Industry

Intergraf has released its 2025 Economic Report, offering an in-depth overview of the current state and ongoing transformation of the European graphic industry. This annual publication provides comprehensive economic data, analysis, and historical comparisons across countries, supporting strategic decision-making for stakeholders throughout the sector.

The report includes an updated profile of the European graphic industry, examining key indicators that define its size, structure, and evolution. It also presents the latest data on the production of printed products and international trade flows, offering valuable insights into the competitiveness and performance of European companies on the global stage.

In addition to core industry metrics, the report analyses economic developments in closely linked sectors such as paper, ink, printing machinery, energy, and postal services. These areas play a crucial role in shaping market conditions and cost structures for printers across Europe.

Looking ahead, the 2025 edition features national market developments contributed by Intergraf's member associations, complemented by five-year forecasts to 2029 prepared by the research institute Smithers. These forward-looking insights are particularly useful for companies planning investments or adapting to long-term market trends.

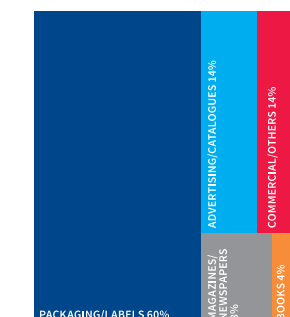
The Intergraf Economic Report remains an essential reference point for understanding the broader context in which Europe's printing industry operates. It is available free of charge to Intergraf [members](#) and for purchase by [non-members](#).

Members and non-members can request a copy of the report via the dedicated forms available on Intergraf's [website](#).

### Profile of the European printing industry

**110.000**  
COMPANIES

Share of turnover per product (EU27, 2023)



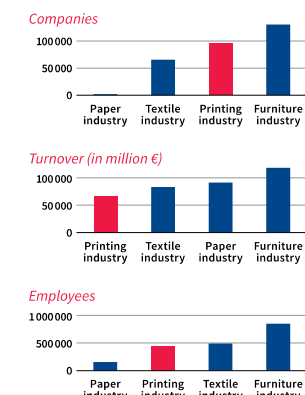
**550.000**  
EMPLOYEES

Size of the EU printing industry (EU27, 2022)



**€85 billion**  
TURNOVER

Profile comparison of selected manufacturing sectors (EU27, 2022)



Source: Eurostat 2025, processed by Intergraf, data for EU27+UK+NO+CH+IS except when specified differently.



## Dutch study shows dropping doordrops comes at a cost

A recent Dutch [study](#) offers a clear message to retailers: removing printed flyers can lead to a significant decline in customer spending and engagement. Researchers from Tilburg University examined what happened when Lidl stopped distributing its weekly promotional flyer in the province of Utrecht in 2023, while continuing distribution in the rest of the country.

The impact was immediate and measurable. In Utrecht, customer spending at Lidl dropped by 7.7 percent. Households purchased fewer items, made fewer shopping trips, and spent less on both promoted and non-promoted products. Crucially, while spending at Lidl decreased, spending at competing retailers increased, showing that customers did not shop less overall, they simply went elsewhere.

The biggest changes came from occasional Lidl shoppers. Without the printed flyer to remind them of promotions and offers, these customers disengaged. Their overall spend dropped by 8.8 percent, and they shifted their baskets back to their primary retailers. This highlights the flyer's unique role in attracting and retaining less frequent visitors, an essential customer segment for any retailer.

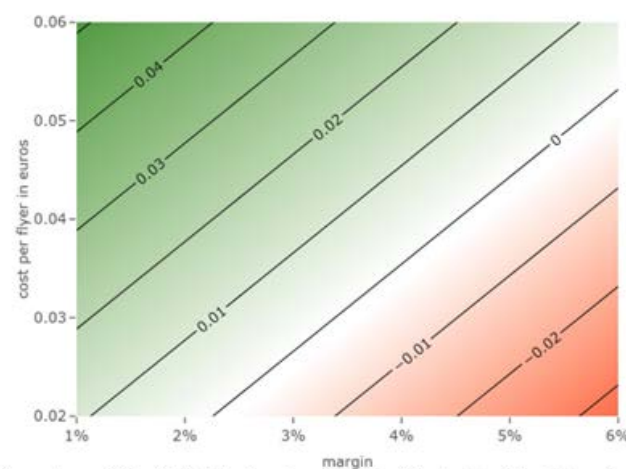
Although Lidl promoted its digital flyer through the Lidl Plus app, it failed to replicate the effectiveness of print. Households that switched to the digital version reduced their spending rather than maintaining it.

From a business perspective, the study found that the cost of printing the flyer, around two cents per household, was far outweighed by the revenue lost when the flyer was removed. At typical retail profit margins, even a small drop in customer spend can have a significant financial impact.

Lead researcher Arjen van Lin concluded that retailers cannot eliminate printed flyers and expect no consequences. For many consumers, especially occasional shoppers, doordrops remain a powerful and effective tool for driving visibility and sales.

As more retailers consider cutting print in favour of digital, this study serves as a timely reminder that doordrops are not just promotional extras. They are a key part of the customer engagement strategy and removing them may come at a higher cost than expected.

FIGURE 4: CHANGE IN PROFITS AFTER RETIRING THE PRINT STORE FLYER



Notes: The numbers on the lines indicate the change in profit (in Euros) due to retiring the print store flyer per household, per week. The green (red) area refers to scenarios in which retiring the store flyer positively (negatively) affects the retailer.



## Study: consumers still trust, prefer and learn better from paper

Despite the continued growth of digital platforms, new research from Two Sides Europe confirms that consumers still place high value on print, particularly when it comes to comprehension, trust, and learning. The Two Sides Trend Tracker 2025, one of the most extensive consumer surveys in the print and paper industry, provides a compelling snapshot of how print remains relevant and preferred in today's digital world.

Following the disruption caused by the COVID-19 pandemic, consumer engagement with print is not only recovering but also growing. Preferences for printed formats have risen across multiple categories since 2021:

- 65% of European consumers prefer to read printed books (up from 53%)
- 48% favour printed magazines (up from 35%)
- 33% choose printed product catalogues (up from 21%)

When it comes to essential information, print continues to be seen as more reliable and easier to understand. The survey found that:

- 47% prefer to receive medical leaflets and instructions in print
- 36% prefer printed information from doctors and hospitals
- 27% still favour receiving printed bills and statements
- 76% believe they should have the right to choose between print and digital, and not be forced into a digital-only option

Print also plays a significant role in education and news consumption:

- 58% of respondents believe that students learn better with printed materials

- 45% say they understand news better in print than online
- 49% are concerned about the loss of printed newspapers

In terms of environmental perception, the survey shows that awareness around the sustainability of paper and print is improving, though challenges remain:

- Only 16% of respondents are aware that European forests are growing, despite this being a well-documented fact
- 54% prefer paper packaging for environmental reasons
- 64% want their goods delivered in paper packaging instead of plastic

Amid growing digital fatigue, consumers are re-evaluating their reading habits. Print provides a physical, distraction-free experience free from pop-ups, ads, and notifications, offering a more focused and calming way to absorb information.

The 2025 findings underscore the enduring relevance of paper: as a format for learning, for trust, and for navigating a screen-saturated world.

A summary of the Two Sides Trend Tracker 2025 is available [here](#).





## Intergraf showcases print's essential role across all sectors in new Activity Report

Intergraf has released its 2024–2025 Activity Report, providing an overview of the organisation's work from June 2024 to June 2025. This annual publication outlines Intergraf's actions across European policy, communications, campaigns, publications, events, industry collaborations, and internal governance.

In their joint foreword, Intergraf President Ulrich Stetter and Secretary General Beatrice Klose emphasised the central role of print in Europe's evolving policy environment and the organisation's continued commitment to promoting print as an essential, sustainable, and innovative sector.

One of the defining themes of the year was Intergraf's strategic work to position print as a modern industry aligned with the EU's shifting priorities, particularly in sustainability, digitalisation, and competitiveness. This included targeted guidance to help printers comply with major EU legislative files such as the Corporate Sustainability Reporting Directive (CSRD), the EU Deforestation Regulation (EUDR), and the General Product Safety Regulation. Member associations helped disseminate this information by translating it into national languages.

Recognising the risk of marginalisation under digital-first EU policies, Intergraf actively defended the role of print in modern communication. Campaigns like Keep Me Posted EU addressed key concerns around inclusivity, media balance, and citizens' right to choose their communication format. These efforts counteracted growing regulatory trends that favour paperless communication and highlighted the consequences for individuals affected by the digital divide.

The report also showcases Intergraf's support for the print sector's transition to a more

sustainable future. A milestone was the advancement of carbon footprint initiatives, particularly around ClimateCalc and its alignment with EU reporting standards.

Regulatory advocacy remained a core focus, with the organisation monitoring key legislative developments on packaging, product safety, and deforestation. Intergraf provided tailored guidance to members, organised webinars, and held meetings with European policymakers to ensure the industry's voice was heard. Notably, progress on the EUDR led to simplified procedures for printers and a clearer regulatory scope, though challenges with implementation remain.

Beyond policy, the Activity Report recaps a successful year of events. Intergraf hosted conferences and gatherings in Brussels, Bucharest, Oslo, Zurich, and Milan. Highlights included the Print Matters 2025 conference and Intergraf Currency+Identity 2025, which brought together more than 1,000 participants and featured the debut of the Intergraf Academy, a new training programme for security printers. The organisation also welcomed new associate members, further strengthening its European network.

In 2025, as the EU settles in the legislative cycle, Intergraf's mission remains clear: to provide expert guidance, promote the value of print, and ensure the sector's continued relevance and resilience.

The full Activity Report 2024–2025 is available [here](#).



## Amazon to introduce automated packaging systems across Europe

Amazon has announced the [rollout](#) of advanced automated packaging technologies across its European fulfilment centres to reduce packaging volumes and minimise waste. According to the company, this is their largest investment in sustainable packaging in Europe.

The new technology will be installed in several countries, including Germany, the UK, France, Italy, and Spain. Over 70 machines are expected to be in operation by the end of 2025, with further deployments planned through 2027. According to Amazon, these machines will help tailor packaging to the exact size of each item, reducing the need for excess materials and optimising delivery vehicle space.

Among the novelties is a custom box-making system that uses sensors to measure the dimensions of a product and create a made-to-fit cardboard box in real time. Shipping labels are applied directly by the machine, streamlining the dispatch process. A separate paper bag system, initially developed for plastic, has been repurposed to cut and seal lightweight, weather-resistant paper bags based on product size. Amazon claims this new method can save more than 26 grams of packaging per shipment, on average. Meanwhile, high-speed labelling systems can now apply smaller labels even to irregularly shaped items, further reducing the need for additional outer packaging.

The company reports that half of all its European shipments already arrive in minimal or no Amazon packaging, such as cardboard envelopes or recyclable paper bags. Since 2019, more than one billion items have been shipped without added outer packaging through Amazon's "Ships in Product Packaging" programme.

Amazon describes this initiative as a major step in its sustainability strategy, stating that machine learning and automation are being used to improve both the customer experience and the company's environmental performance. However, as automated packaging systems continue to expand, the broader implications, ranging from material sourcing to labour dynamics, will remain points of attention for industry stakeholders.



## Intergraf helps printers navigate EUDR with new online events

Intergraf continues to support the European printing industry with timely guidance on regulatory developments, most recently through a series of online events dedicated to the EU Deforestation Regulation (EUDR).

As the new regulation introduces significant obligations for operators and traders across various sectors, including print, Intergraf launched an open-access webinar titled EUDR Explained: A Printing Industry Briefing. The session offered a clear and practical overview of the regulation, highlighting its implications for printed products containing wood-based materials and outlining key requirements for compliance. With strong attendance from printers, suppliers, and industry stakeholders across Europe and beyond, the webinar affirmed the pressing need for clarity and support as companies prepare for upcoming implementation deadlines.

In addition to this public session, Intergraf organised a closed roundtable for EU printers and non-EU printing companies supplying into the European market.

These members-only events created a trusted environment to explore how the regulation affects global print supply chains and what practical steps EU and non-EU operators must take. Topics included due diligence procedures, and communication of EUDR-related information along the supply chain.

These events underline Intergraf's ongoing commitment to delivering value to its members and the wider print community. By offering both public briefings and private strategic exchanges, Intergraf ensures that industry players are equipped to navigate the EUDR with confidence and collaboration.

## EVENTS

- Intergraf Directors' Conference 2025, 13-16 September, The Hague, the Netherlands
- Sectoral Social Dialogue for the graphical industry Plenary in Brussels, 25 November 2025.

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