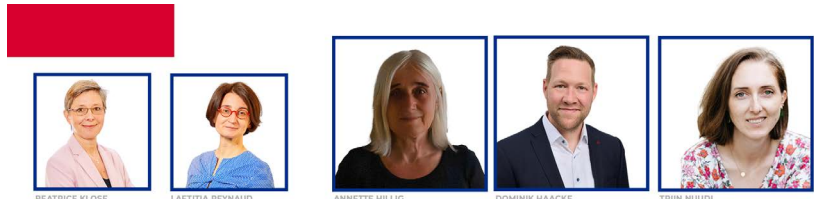


2025 **SEPTEMBER****INTERGRAF****HS  
NEWS**

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## **EUDR-X : A STANDARD FOR EUDR DATA EXCHANGE IN THE PRINT MEDIA VALUE CHAIN.**

**WEBINAR**  
**8 SEPTEMBER, 2025**  
**12:00 – 13:00 CEST**

**MODERATORS:** BEATRICE KLOSE, SECRETARY GENERAL, INTERGRAF.  
LAETITIA REYNAUD, SENIOR POLICY ADVISOR, INTERGRAF.

**SPEAKERS:** ANNETTE HILLIG, COLOGNE BOOK MANUFACTORY.  
DOMINIK HAACKE, MEDIAPRINT SOLUTIONS.  
TRIIN NUUDI, PRINT BEST.

## **Webinar: EUDR-X – new industry standard for EUDR data exchange**

One of the greatest EUDR challenges identified by businesses is the reliable and secure exchange of the large amount of data required under the new rules. To address this, Intergraf will host a dedicated webinar on 8 September 2025 (12:00–13:00 CEST) to present EUDR-X, a new data exchange standard developed specifically for the print media value chain. Register [here](#).

EUDR-X is the result of a collaborative effort led by the Initiative Online Print (IOP) and its ESG working group, developed in close partnership with the German printing federation BVDM, as well as software providers, print service providers and suppliers. The standard has been designed by the industry for the industry, providing an open, interoperable and secure solution that supports both large and small companies in managing their EUDR obligations.

Technically, EUDR-X enables automated and standardised data exchange that can be integrated directly into existing ERP and production systems. It is based on JSON as the recommended format, while also supporting XML and, with certain restrictions, CSV. By creating a common language for EUDR-relevant data, the standard ensures that all participants in the value chain can communicate efficiently, avoid duplication of work, and minimise the administrative burden linked to compliance.

Intergraf fully supports the adoption of EUDR-X, recognising it as a crucial step in the broader implementation of the Regulation. Ensuring that all actors in the chain can exchange information smoothly and reliably will be essential for compliance, and industry-wide collaboration will be key to achieving this.

The webinar will offer a comprehensive introduction to the EUDR-X standard, its technical framework and integration potential, while also highlighting practical experiences from companies already preparing for compliance. Speakers include Annette Hillig, Managing Director of Cologne Book Manufactory (Germany), Dominik Haacke, CCO of mediaprint solutions and Board Member of IOP (Germany), and Triin Nuudi, Sustainability & Compliance Manager at Print Best (Estonia). Together, they will explain how the Regulation is shaping industry requirements, why a shared standard is necessary, and what benefits EUDR-X brings to businesses across the print value chain.

The event is aimed at printing companies, paper and board suppliers, print buyers, and all other stakeholders concerned by the EUDR. By joining, participants will gain both technical and practical insights into how the standard works, and how it can be integrated into their daily operations to ensure compliance with confidence. Register [here](#)

For more information about the EU Deforestation Regulation, including Intergraf's publicly available guidance, resources and advocacy materials, visit our dedicated [EUDR page](#).



## EU-US Trade Deal: implications for printing, paper and the EUDR

The European Union and the United States formalised a new trade deal last week through a [joint statement](#), following negotiations concluded in late July. The agreement sets tariff rules on EU exports to the US, while also addressing transatlantic concerns about the EU Deforestation Regulation (EUDR).

Under the deal, the US applies the higher of either the US Most Favoured Nation (MFN) tariff rate or a flat rate of 15% to goods originating from the EU. For comparison, the applicable tariff rate is 10% for the UK, 39% for Switzerland, 30% for Bosnia and Herzegovina, and 15% for Norway and Iceland.

Certain printed products remain exempt from US tariffs, including exercisebooks, books, newspapers, colouring books, printed music, maps, plans, advertising materials and catalogues. Other printed products such as stamps, banknotes, transfers, cards and calendars continue to face tariffs. The full list of exemptions is available in Annex II of the US tariff [document](#). The applicable US tariff rates are published [here](#).

The European paper market has reacted cautiously to the deal, with many companies reporting that the uncertainty makes it very difficult to plan. Market participants are waiting to see how EU-US negotiations unfold before making strategic decisions.

Two key concerns dominate: potential overcapacity in certain paper grades if exports to the US decline, and the risk of increased imports of paper and board from Asia into an already saturated European market.

Trade data shows that in 2024 Europe imported 2.6 million tonnes of pulp and paper from the US, while exporting 2.3 million tonnes to the US. The largest deficits are in pulp (-975,000 tonnes) and containerboard (-310,000 tonnes, mostly kraftliner). If tariffs disrupt trade flows, US pulp buyers may

look to Canada instead, which could redirect Canadian exports away from China and open more space for European pulp in Asian markets.

By contrast, Europe has a surplus in graphic paper and boxboard exports. Reduced access to the US could force more volumes of these grades back into Europe, exacerbating already high overcapacity. Additional graphic paper and cartonboard imports from Asia could further intensify pressure on European producers.

The joint statement also commits the EU and US to close cooperation on the implementation of the EUDR. The EU commits to work to address the concerns of US exporters regarding EUDR with a view to avoiding undue impact on US-EU trade.

While this shows the political pressure the European Commission faces over EUDR implementation, it remains unclear whether any concrete changes to the regulation will follow. The Commission has underlined its intention to apply the EUDR in a spirit of partnership, transparency and open dialogue with partner countries.



## European Commission consults on removal of paper instructions

The European Commission is pursuing a series of “Omnibus” initiatives to cut red tape and reduce burdens for businesses across multiple policy areas. Recent packages have addressed sustainability reporting and due diligence, investment rules (Omnibus I & II, February 2025), the Common Agricultural Policy (Omnibus III, April 2025), product legislation (Omnibus IV, May 2025), defence readiness (June 2025), and chemicals (Omnibus VI, July 2025). Further Omnibus proposals are expected later this year, covering environmental legislation and digital policy.

As part of Omnibus IV, the Commission has launched a consultation on a proposal to review EU product legislation with the goal of simplifying requirements and reducing administrative burden for companies by 25%.

In this package, 20 pieces of product legislation are under review. A key element is the potential removal of mandatory paper-based requirements, including user instructions. The Commission’s proposal extends the approach already adopted under the 2023 Machinery Regulation, allowing manufacturers to provide product instructions in electronic format only. Consumers would retain the right to request a paper version at the time of purchase and for up to six months afterwards.

Intergraf has responded to the consultation, strongly urging the Commission not to extend this digital-only model to consumer products, stressing that access to printed instructions remains essential for consumers’ safety, inclusivity, and legal clarity. The consultation is open until 3 September 2025 ([public consultation](#) & [Intergraf contribution](#)).

In parallel, the Commission is also consulting on the future EU Consumer Agenda 2025–2030 (deadline: 31 August 2025). Intergraf’s contribution to this consultation highlights the importance of safeguarding printed information as a baseline requirement across EU consumer legislation ([public consultation](#) & [Intergraf contribution](#)).

Both consultations are public, and Intergraf encourages stakeholders – including national associations and companies – to participate. Stakeholders are welcome to draw on Intergraf’s contributions when preparing their own responses.





## Danish EU Presidency 2025: focus on green and digital transformation

From July to December 2025, Denmark [holds](#) the Presidency of the Council of the European Union and has placed competitiveness and sustainability at the heart of its programme. The Presidency underlines that Europe's long-term prosperity depends on aligning industrial strength with environmental ambition.

Competitiveness is sought to be reinforced through regulatory simplification, investment in innovation, and improved conditions for businesses to grow and scale. Denmark stresses that cutting red tape, modernising the Single Market, and mobilising private capital are essential for Europe to keep pace with global rivals. The Presidency sees the green transition not as a cost but as a driver of growth, with measures to accelerate industrial decarbonisation, expand renewable energy capacity, and secure affordable clean energy for European industry. Work will also advance on the EU's 2040 climate target, providing companies with greater certainty on long-term policy and strengthening Europe's leadership ahead of COP30.

Alongside the green agenda, the Presidency highlights Europe's digital competitiveness as a decisive factor for future growth. Strengthening capabilities in artificial intelligence, quantum computing, biotechnology, and space technologies will be prioritised, alongside improving cybersecurity, digital infrastructure, and rules to ensure a safe online environment.

Denmark will push for a framework that allows European businesses and researchers to innovate with confidence, while protecting citizens from harmful online content and excessive data harvesting.

Other Presidency priorities include strengthening Europe's security and defence, ensuring continued support for Ukraine, advancing the Pact on Migration and Asylum with a focus on external border control, promoting decent working conditions and affordable housing, and deepening the EU's network of trade partnerships.



## Print and digital put to the test in Westminster debate

The effectiveness of print in marketing campaigns was the subject of a [debate](#) in the House of Commons in July, where representatives from across the communications sector discussed whether campaigns that include print are more effective than those relying solely on digital channels.

Proponents of the motion pointed to the distinctive qualities of print, emphasising its physical presence, permanence, and capacity to build trust. They argued that in a media environment dominated by digital content and constant online notifications, printed materials stand out by engaging audiences in a more tangible and lasting way. Examples were given of how print can extend the emotional impact of other channels, offering a sense of credibility and continuity that helps reinforce a campaign's message.

Those opposing the motion highlighted the advantages of digital marketing, particularly its ability to reach younger, digitally native audiences. They stressed the importance of behavioural insights, personalisation, and timing, pointing out that effective campaigns today are driven by data and designed around consumer journeys rather than media preferences. Digital tools, they argued, can deliver content that is relevant, immediate, and tailored to individual users in ways print cannot replicate.

Discussion from the floor reflected the wide range of perspectives in the room, with contributions from both print and digital professionals. While the initial vote strongly favoured print, by the end of the debate some attendees had shifted their views, recognising the compelling points made about the responsiveness and targeting potential of digital.

In the final count, the motion that campaigns including print are more effective was carried. However, the debate highlighted that the real strength of modern marketing lies not in setting one channel against another, but in combining their complementary qualities. Print offers tactility, credibility, and staying power, while digital provides speed, precision, and adaptability. Together, they can create campaigns that are more memorable, meaningful, and ultimately more effective in reaching diverse audiences.

# LEIPA joins Intergraf as Associate Member



Intergraf is pleased to welcome [LEIPA Group](#) as a new [Associate Member](#). An independent, family-owned business with more than 175 years of history, LEIPA is active in the field of paper and packaging made entirely from recycled paper.

As an Associate Member, LEIPA will benefit from Intergraf's network, expertise, and policy monitoring at European level. Associate Membership offers companies from across the value chain access to industry insights, technical information, and opportunities to engage with printers and stakeholders throughout Europe.

We look forward to working with LEIPA in supporting sustainability and innovation within the printing and packaging industry.

## 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.
- The International Civil Aviation Organization (ICAO) will host the Traveller Identification Programme ([TRIP](#)) Symposium 2025 from 4 to 6 November in Montréal, Canada. The event is highly important for identity document producers as it sets the rules of how to identify travellers with the relevant documents. Intergraf participates in the symposium that brings together passport issuing and civil registry authorities, border control and law enforcement agencies, aviation security and public health bodies, as well as aircraft and airport operators and other key stakeholders.

The Intergraf Newsflash is edited by Sergejs Mikaeljans.

Contact Sergejs if you have news to share:

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