



Second delay of the EU Deforestation Regulation (EUDR)

EU Commissioner for Environment Jessika Roswall announced that the implementation of the EU Deforestation Regulation (EUDR) might face another postponement. The reason given was the difficulty of handling the large volume of information that needs to be entered into the IT system set up to enforce the law.

According to reports, Roswall explained that the Commission sees a risk of overload due to the amount of data coming from industry and businesses in a short time. An additional year would allow the EU institutions to address these risks and strengthen the system's capacity before the regulation takes effect.

Roswall also underlined that the Commission remains committed to fighting deforestation. However, she said the delay would prevent disruption for companies and supply chains, while giving both member states and the European Parliament more time to review the risks linked to data management in the system.

The printing industry, along with other impacted sectors, is entering a period of significant legal uncertainty. This uncertainty is even greater than a year ago, when the Commission opposed any reopening of the Regulation. Today, however, the Commission appears more willing to consider simplification measures, which could entail a review of EUDR rules. In the meantime, companies will face in the coming weeks a high degree of uncertainty: should printers prepare for a postponement of the entry into application, or could the rules of the game themselves be changed?

As with the first postponement in 2024, this new proposal must still be agreed by the European Parliament and the Council before it can enter into force.

Further details are expected following the press conference of the Agriculture Council later today. Intergraf will continue to monitor the situation and keep members informed.



Canon insight report highlights future pathways for print

Canon has released its latest Insight Report, Exploring the Future of Print, which examines how shifting consumer behaviours and technological developments are reshaping the role of print and how print service providers (PSPs) can adapt. Building on 15 years of Canon research into the industry, this edition goes beyond the views of print buyers and decision makers to include insights from four futurists, providing a wider lens on macro trends and their implications for the sector.

The report identifies five major themes: the enduring strengths of print in a digital-first world, how brands can use these strengths to connect with consumers, the transformative potential of artificial intelligence, the necessity of sustainable production, and the importance of forward-looking partnerships between PSPs and their clients.

Key findings suggest that print's physical, haptic qualities continue to cut through digital noise and create value by projecting identity, status, and trust, especially among younger consumers who are otherwise immersed in virtual environments. This reinforces the case for personalised and programmatic print as tools for brands to engage customers with timely, relevant, and high-impact communications.

Artificial intelligence is highlighted as a powerful driver of future growth, with the potential to transform workflows, automation, and data-driven services. At the same time, the report stresses that PSPs must first establish strong IT infrastructures and data literacy to fully capture its benefits. Sustainability also emerges as an unavoidable priority, with brands, regulators, and consumers increasingly demanding transparency and low-carbon supply chains.

The report advises printers to document and demonstrate sustainable practices, positioning themselves as trusted partners for brands aiming to strengthen their environmental credentials.

Attendees of the Intergraf Print Matters 2025 conference in Zurich this June were given a first glimpse of these findings. In her presentation, Jennifer Kolloczek, Senior Director, Marketing & Innovation, Production Printing at Canon EMEA, underscored how the unique qualities of print, its tangibility, trust, and attention value, are becoming more important in an era dominated by fleeting digital impressions. She also emphasised AI and sustainability as defining forces that will shape the industry's competitiveness over the coming decade. This preview sparked wide discussion among industry leaders about how printers can reposition themselves as both innovators and advisors in the communications ecosystem.

The full report, Exploring the Future of Print, is available on Canon's website: Read more [here](#).



High-profile launch of EE72 magazine puts print in the spotlight

Former British Vogue editor-in-chief Edward Enninful OBE has returned to print with the global launch of 72, a new luxury [magazine](#) described as the “cornerstone” of his new media venture EE72, founded earlier this year with his sister Akua Enninful. The debut has generated worldwide media attention, with Enninful declaring that “print has become more powerful than ever and an art form that must be preserved.”

The quarterly title, named for Enninful's birth year, marks his pivot from editor to entrepreneur, with his name appearing as chief creative officer. Editorial director Sarah Harris, a long-time Condé Nast editor who worked with Enninful at Vogue, joins a team that also includes several other former Vogue staff.

The first issue runs over 200 pages, features Julia Roberts on both the front and back covers, and carries no advertising, a decision EE72 describes as a direct challenge to the advertising-driven model of mainstream glossies. Roberts is interviewed by George Clooney, and coverlines list 20 high-profile contributors including Oprah Winfrey, Pharrell Williams, Gwyneth Paltrow, Amy Serrano, and Luca Guadagnino. Other features range from fashion and culture to wellness, including designer Marc Jacobs' bedtime routine and a Moncler collection designed by Enninful himself.

Priced at £15 in the UK and distributed in more than 20 countries, 72 is positioned as a tactile, collectible object. Limited edition hardback copies were produced and signed by Enninful at launch events in New York and London, with additional events planned around the Milan and Paris Fashion Weeks. Pre-media, production, and distribution were managed by The Logical Choice, which has facilities in the UK and abroad.

As Vogue itself undergoes leadership change and reduces print frequency, Enninful's new project is being widely interpreted as a challenge to the old guard. With 72, he signals a belief that high-quality, collectible print remains a powerful cultural space, even in an era dominated by digital media.



Half of Belgians underestimate the environmental impact of digital communication

A new consumer [survey](#) conducted by Papier.be in collaboration with Two Sides has revealed that many Belgians underestimate the environmental impact of digital communication while remaining critical of paper. The study found that one in four Belgians views digital communication as “sustainable by default,” leading to unchecked digital consumption.

According to the results, half of respondents believed digital is more sustainable than paper, while only 19% disagreed. On average, 25% considered digital communication the most sustainable option, compared to just 10% who said the same of paper. Meanwhile, 41% viewed paper products as wasteful, and one in four saw paper as outright harmful to the environment.

Firmin François, President of Papier.be, pointed out that while paper has an environmental footprint, digital does as well. He stressed that the extraction of non-renewable raw materials, high energy consumption, and the production of devices and data centres also have an impact, one that is often overlooked. He said that consumers therefore need to be better informed.

The study showed that one of the most persistent myths is the belief that paper production destroys forests, with 42% of Belgians thinking that paper products drive tropical deforestation. In reality, the European paper industry primarily uses by-products from sustainably managed European forests and recycled paper. François emphasised that wood fibre is a natural, renewable resource and that Europe's paper sector is a leader in recycling and circularity.

The organisations highlighted

that the debate should not be framed as a choice between paper and digital, but rather about using both responsibly. They warned that misconceptions about the footprint of digital communication could encourage careless consumption, just as greenwashing risks distorting the image of paper. François underlined that digitalisation brings many benefits but so does paper, which in his view carries ecological, social, and economic value that must be preserved.

The findings are based on a large-scale biannual survey of 10,000 consumers, carried out by an independent research agency for Two Sides in collaboration with Papier.be.

European Print Associations Gather in The Hague

Leaders of Intergraf's national member associations convened in The Hague on 15–16 September for the annual Directors' Conference, hosted by the Dutch printing association KVGGO. The meeting once again provided a key platform for exchanging strategies, reinforcing cooperation, and addressing the challenges and opportunities facing the European printing industry.

The conference opened with an overview of the Dutch graphic industry from Brecht Grieten (KVGGO), who presented recent initiatives to attract young people to print, including a nationwide social media campaign and a vacancy database. Participants then discussed how to adapt association services and events to the specific needs of SMEs.

Cybersecurity and artificial intelligence were major themes, with members sharing best practices on managing cyber risks and emphasising the need for responsible AI policies and guidance. Policy discussions centred on the European Deforestation Regulation (EUDR), as well as other legislative files such as political advertising, medical leaflets, and the Packaging and Packaging Waste Regulation (PPWR).

Promoting print remained at the heart of the agenda. Members reviewed Intergraf's European campaigns, including Keep Me Posted EU, alongside national initiatives. They reaffirmed that proactive, fact-based communication is essential to counter misconceptions and highlight the environmental and social value of print.

Further exchanges covered the economic outlook across Europe, national collective agreements, and projects to reskill and attract workers. Particular attention was given to developing the next generation of leaders.

The 2025 Directors' Conference confirmed the resilience and adaptability of Europe's graphic sector, with association leaders united in their commitment to innovation, collaboration, and advocacy. Intergraf warmly thanks KVGGO for hosting this year's successful event in The Hague and facilitating this productive gathering.





Labelexpo to become LOUPE in 2026

Labelexpo Global Series, the international exhibition platform for the label and package printing industry, has announced it will [rebrand](#) as LOUPE from 2026. The first event under the new name will be LOUPE Americas 2026.

The change, unveiled during Labelexpo Europe 2025 in Barcelona, reflects developments in the sector, including the convergence of technologies, market consolidation, and the diversification of label converters into flexible packaging and folding cartons. According to the organizers, the new brand aims to bring the wider packaging industry together while maintaining labels at the core.

The loupe magnifier, an essential tool in printing, inspired the new identity, which also stands for Labels & Outer Packaging Embellishment. The editorial platform Labels & Labelling will continue unchanged.

EVENTS

- Sectoral Social Dialogue for the graphical industry Plenary in Brussels, 25 November 2025.
- Event 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.

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