

EUDR reopening sparks race against time

On 21 October 2025, the European Commission announced a targeted reopening of the EU Deforestation Regulation (EUDR), introducing significant changes to the implementation timeline and operators' obligations. The move follows months of concern from industry and Member States about the feasibility of the Regulation's current application deadlines.

Before these changes can take effect, the proposal must be approved by both the European Parliament and the Council of the European Union and then published in the Official Journal of the EU. However, the legislative calendar is tight: if the process is not concluded by 30 December 2025, the EUDR will enter into application in its current form.

The Commission's proposal seeks to ease compliance pressure through a phased introduction. For medium and large companies, the Regulation would apply from 30 December 2025, with a grace period until 30 June 2026 during which no checks or penalties would be enforced. Small and micro-enterprises would be required to comply only from 30 December 2026. Another key change is that only the primary operators, meaning the first placers of commodities on the EU market, would need to issue a Due Diligence Statement (DDS) or declaration identifier. The proposal also introduces a new category of downstream operators who would no longer have to conduct due diligence or submit DDSs. All pulp & paper manufacturers as well as printers are in this category of downstream operators. Medium and large downstream operators would still be obliged to register in the TRACES system. All downstream operators, regardless of size, would nevertheless be required to receive, allocate, and pass on the DDS reference numbers along the value chain. Importers would remain responsible for registering in TRACES and issuing DDSs, irrespective of company size.

For the legislative proposal to change the current version of EUDR, the Parliament would need to approve the use of an urgent procedure during its 14 November session and then reach an agreement with the Council during the remaining plenary sessions in late November and December. This timeline is extremely tight and leaves little margin for negotiation. In its communication, the Commission acknowledged the challenge and indicated that it was preparing unspecified "contingency plans" should the legislative process not be completed in time.

Industry stakeholders, including Intergraf, have voiced serious concerns about the remaining implementation uncertainties. One of the main difficulties lies in the obligation for downstream operators to continue managing and transferring a potentially very large number of DDS reference numbers from suppliers along the value chain. Companies do not yet know in what format this data will be communicated, nor how to associate the reference numbers with production batches or final products. The scope of the Regulation, in particular regarding advertising materials, also remains undefined pending the publication of a delegated act. Moreover, the issue of re-imports and exports remains unresolved, as transferring large volumes of DDS reference numbers across borders could prove technically and legally unworkable. The Commission has so far not provided any clarity on what the announced contingency plans might entail.

On 24 October, the Commission confirmed that large downstream operators will not be allowed to request DDSs from their small and micro upstream suppliers during 2026, as these suppliers will remain exempt from the obligation until December 2026.

In an [open statement](#) published by Intergraf and other industry associations, companies reiterated their commitment to the EUDR's environmental objectives but warned that the proposed amendments prolong a situation of costly uncertainty. They argue that the new timelines are unrealistic and that last-minute legislative changes will make compliance practically impossible, especially for companies that have already adapted their IT systems to interface with the TRACES platform. The statement also highlights that introducing staggered application dates between large and small enterprises is unworkable in practice. Since the two groups operate within tightly integrated supply chains, smaller operators would inevitably be forced to comply at the same time as their larger partners to maintain business relationships.

The signatories call on the Commission to introduce a "stop-the-clock" mechanism to allow policymakers and stakeholders sufficient time to assess the Regulation's impact and to identify real simplification measures. They underline that legislative credibility depends on clarity, predictability, and workability, and that these elements remain lacking. Without urgent action, they warn, European operators could find themselves in an untenable position of legal and operational uncertainty just days before the Regulation's application date.

EUDR-X IN ACTION: A NEW COMMUNICATION STANDARD FOR THE PRINT VALUE CHAIN.

WEBINAR
19 NOVEMBER, 2025
12:00 – 13:00 CET

EUDR-X in action: a new communication standard for the print value chain

On 19 November 2025, from 12:00 to 13:00 CET, Intergraf and Initiative Online Print e.V. will jointly host a [webinar](#) entitled “EUDR-X in Action: A New Communication Standard for the Print Value Chain.” This session builds on the successful launch of EUDR-X earlier this year and will focus on the concrete steps being taken to operationalise this industry-driven communication framework to support compliance with the EU Deforestation Regulation (EUDR).

The EUDR-X standard establishes a harmonised system that enables companies across the paper, print, and publishing value chains to exchange due diligence information in a structured, consistent, and secure way. As implementation deadlines under the EUDR approach, the need for a common solution for data transfer, traceability and documentation has become critical—particularly for companies working with a wide range of suppliers and customers. EUDR-X aims to reduce the administrative burden while enhancing transparency and trust within the supply chain.

The webinar will provide an in-depth update on current developments and next steps in the rollout of the EUDR-X standard, including:

An update on the EUDR Industry Initiative, with a focus on the EUDR-readiness of paper suppliers and the rapidly growing number of EUDR-X supporters.

An update on the current version of the EUDR-X standard, concentrating on new developments since September (without repeating the presentation previously made available on the Intergraf website).

A brief update on the EUDR-readiness of Print Best, complementing the information presented in September.

A short progress update on EUDR-readiness at mediaprint, also without repeating earlier content.

An extended question-and-answer session, focusing on the outcome of dialogues with the paper industry. Representatives of paper suppliers will be invited to provide live statements and engage in an open discussion on shared challenges and solutions.

This webinar will be particularly relevant to printing companies, paper and board suppliers, print buyers, publishers, and other stakeholders within the European graphic supply chain. Participants will gain practical insights into how EUDR-X functions in practice, how it can support compliance with EUDR obligations, and how it fosters more consistent and transparent communication across the value chain.

By attending, participants will also learn about the next steps in the development and wider adoption of this common standard.

Save the Date: 19 November 2025, 12:00–13:00 CET. Register [here](#).

Fashion publishing redefines the power of print

The world of fashion publishing is undergoing a quiet [transformation](#). Major magazines are releasing fewer print editions each year, but each issue is becoming more luxurious, substantial, and collectable. What might once have been seen as a retreat from print now looks more like a strategic reinvention, one that recognises print’s enduring appeal in a digital-first world.



Bad Bunny on Vanity Fair in 2023.
Photo: Vanity Fair

Beginning in 2026, Vogue US will reduce its annual print schedule from twelve to eight editions, aligning each release with major cultural and fashion moments such as the Met Gala or the seasonal fashion cycles. The magazines will be physically larger, printed on heavier paper, and designed as keepsakes rather than disposable media. This change, initiated by Vogue’s editorial team, reflects a wider move to balance long-form, premium print content with faster, more flexible digital storytelling.

Other Condé Nast titles, including Vanity Fair, are adopting similar strategies of publishing fewer but weightier issues that deliver greater visual and editorial impact. Despite a reduced number of editions, the total printed pages per year will remain consistent, ensuring that each issue feels more like an event than a routine release.

The approach is spreading across the industry. Digital-native outlets such as The Cut have introduced biannual print editions, Nylon returned to print after years online-only, and independent publications like Cultured Magazine report rising print revenues. The focus has shifted from frequency to substance, as readers increasingly seek tactile, beautifully produced magazines that feel collectable.

Luxury advertisers, too, continue to value print for its craftsmanship, permanence, and credibility, the qualities that digital advertising cannot replicate. In an era of constant scrolling, a well-produced magazine offers a rare moment of pause and physical engagement, providing brands with both cultural weight and storytelling depth.

While global print revenues have declined slightly, high-quality niche publications are proving resilient. Many editors now see print less as a news vehicle and more as a creative showcase, a space for slow storytelling that stands apart from the instant turnover of online content.

Far from signalling decline, the move toward fewer but more considered print editions marks a renewed confidence in the medium. The modern fashion magazine is evolving into a crafted object of permanence. In a world of fleeting digital attention, print’s strength lies precisely in its ability to endure.



Intergraf to participate in C-Level Classroom at Online Print Summit 2026

Intergraf is pleased to announce its participation in the [Online Print Summit \(OPS\)](#) 2026, where it will contribute to the C-Level Classroom session on 12 March 2026.

The Online Print Summit, a leading international event organised by Initiative Online Print (IOP), brings together top decision-makers and innovators from across the online print and graphic communication sectors. The event provides an important platform to exchange insights on business transformation, digitalisation, and the strategic challenges shaping the future of print.

By contributing to the C-Level Classroom, Intergraf will engage directly with industry leaders

to discuss key developments of current and future legislative initiatives at European level.

As the European federation representing the printing industry, Intergraf continues to connect policymakers, industry experts, and business leaders to ensure a sustainable and competitive future for print in Europe.

More details about the session, including the speaker and key discussion themes, will be announced closer to the event.

Intergraf Currency+Identity 2026: 70% of exhibition booths sold within days

Preparations for Intergraf Currency+Identity 2026 are well underway, and excitement is already building among suppliers and industry stakeholders. Following the opening of booth sales on 15 October 2025, an impressive 70% of exhibition spaces were booked within just a few days, demonstrating the continued momentum and importance of this leading global event for currency and identity professionals.

Taking place in Copenhagen from 14–16 October 2026, Intergraf Currency+Identity will once again bring together decision-makers, innovators, and thought leaders from across the security printing industry. Exhibitors at the conference will have the opportunity to present their latest technologies, showcase new products, and connect directly with key representatives from government authorities, central banks, law enforcement and security printing providers.

Each exhibitor package includes two complimentary conference registrations per booth, along with extensive visibility across Intergraf's communication channels, including the official website, mobile app, newsletters, and social media.

A particular highlight of next year's edition will be the Industry Innovation Arena, taking place on 14 October 2026, where selected exhibitors will present their pioneering ideas and cutting-edge developments in concise 8-minute sessions. The call for papers opened simultaneously with booth reservations, and interest is already strong, with limited presentation slots available.

With the majority of booths already sold, Intergraf encourages interested companies to secure one of the remaining spaces as soon as possible via www.intergrafconference.com

Copenhagen 2026 isn't just any edition, it's a celebration! 50 years of Intergraf Currency+Identity, the 35th event: another milestone for the global currency and identity community – bringing together innovation, collaboration, and expertise under one roof.



Direct mail grows up: insights from the Franklin Madison Direct 2025 Benchmark

Once considered a traditional marketing tool, direct mail is now demonstrating renewed strength and adaptability. The latest Franklin Madison Direct 2025 Benchmark Report [shows](#) that the channel is not only rebounding but evolving into a smarter, data-driven and highly measurable component of modern marketing. The findings indicate that direct mail has matured, blending the tangibility of print with the sophistication of digital communication.

The report reveals that two-thirds of marketers saw improved direct mail performance over the past year, while half increased their budgets and plan to do so again next year. Direct mail even outperformed all other marketing channels, including digital, in overall performance gains. This renewed success comes from a combination of increased investment, more frequent mailings, and systematic creative testing. Rather than sending mass campaigns, marketers are now favouring smaller, targeted mailings designed to reach well-defined audiences more often.

A major shift is also taking place in the way direct mail is used: personalisation has become its top strength. Once viewed as a feature exclusive to digital marketing, personalisation is now central to print campaigns. Marketers are incorporating tailored offers, product recommendations, and design elements that speak directly to individual consumers. By merging digital data with print, brands are creating tangible, memorable experiences that stand out amid digital noise.

Integration between print and digital is another defining trend. Ninety-seven percent of marketers say combining direct mail with digital channels improves performance, a figure

that continues to rise each year. Consumers respond positively too: many report higher brand awareness and engagement when they receive both a printed mailer and a corresponding online message. This coordinated approach demonstrates how direct mail can enhance, rather than compete with, digital communication.

The industry is also becoming more analytical. Nearly all marketers test creative concepts regularly, with most evaluating between 10% and 20% of their total output each quarter. This ongoing testing and measurement reflect a growing focus on data-driven improvement. However, challenges remain, particularly around data access, targeting accuracy, and tracking results.

The report findings show that direct mail has entered a new era. It is no longer a static, one-size-fits-all format but a dynamic marketing channel capable of precision, creativity, and measurable impact. Supported by technology and driven by data, direct mail is proving that print can thrive in a digital world. Far from fading into the background, it is growing up — and growing stronger.



When a small typo makes big headlines: the chocolate bar blunder and the power of print

Even the smallest printed detail can make or break a message, as the UK's Conservative Party learned at its 2025 annual conference in Manchester. Delegates were handed promotional chocolate bars with the slogan "When Labour negotiates, Britian loses" — an attempt at a sharp political jab that instead turned into a viral spelling mistake.

The episode, quickly picked up by national and international media, demonstrates how print remains one of the most visible and enduring tools in communication. Unlike digital content, which can be edited or deleted in seconds, a printed error is tangible, permanent, and often photographed or shared widely. This gives print its unique power, but also its high stakes.

From election posters and leaflets to event banners and packaging, printed materials carry an organisation's credibility. A single misprint can overshadow the intended message, undermining weeks of preparation and damaging public perception. In political campaigning, where every slogan and visual cue is scrutinised, precision in print is not just desirable — it's essential.

The "Britian" mishap is a reminder that while print continues to hold unrivalled persuasive power, the impact of that power depends on accuracy, quality control, and professional craftsmanship. Behind every successful campaign, there is careful design, meticulous proofreading, and trusted printing expertise, ensuring that the message lands exactly as intended. Print matters and so does getting it right.

EVENTS

- Sectoral Social Dialogue for the graphical industry Plenary, online on 25 November 2025.
- Shaping the Future with Books conference by Intergraf, Brussel, Belgium, mid-February 2026 (date TBA).

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