

INGEDE Members Elect New Board

After leading INGEDE for 13 years, Dr Ulrich Höke retires

Dr Thomas Krauthauf, responsible for Business Development at UPM in Schongau and Ettringen, Germany, follows Dr Ulrich Höke as chairman of the International Association of the Deinking Industry. Höke celebrated his 65th birthday in January and will retire from active service as managing director of Stora Enso Sachsen GmbH in June 2016; he therefore did not stand for reelection. The new board of INGEDE consists of:

Stefan Endras, Utzenstorf Papier (CH),
Dr Volker Gehr, Steinbeis Papier (DE),
Dr Thomas Krauthauf, UPM (DE),
Dr Johann Oberndorfer, UPM (DE),
Thomas Reibelt, Norske Skog (AT)
 and

Alejandro Rodríguez, Holmen Paper (ES).

The leaders of the working groups within INGEDE are members of the extended board:

Manfred Geistbeck, UPM (DE),
Peter Hengesbach, Stora Enso (DE)
 and

Anne-Katrin Klar, SCA Hygiene (DE).

The members of the board elected Thomas Krauthauf as chairman, his deputy is Stefan Endras.

Under the leadership of Höke since his first election in 2003, INGEDE developed into an internationally recognised institution within the paper value chain. From 2010 to 2012, Höke also chaired the **European Recovered Paper Council (ERPC)**. Based on the INGEDE Methods, the ERPC issued **criteria for the evaluation of the recyclability of printed products** that have been included into numerous national ecolabels up to the European Ecolabel for Printed Products.

More than three million Euros invested into research

INGEDE coordinates **research projects**, which benefit the needs of all members. Lead by Höke, since 2003 INGEDE started projects worth more than 3 million euros.

More than just financing research work, over the last years INGEDE has developed 17 **“INGEDE Methods”**, which serve as **objective standards** in the evaluation of paper for recycling, paper and pulp properties or the evaluation of the recyclability of print products.

Axel Fischer

CALENDAR OF EVENTS

4–6 Apr 2016

Specialty Papers
 Manchester, UK

6–7 Apr 2016

Innovative Packaging Paper
 Munich, Germany

21 Apr 2016

Internationaler Altpapiertag
 Düsseldorf, Germany

20–21 May 2016

Austrian Paper Conference
 Graz, Austria

INGEDE News

In this issue:

INGEDE wählt neuen Vorstand

Print is not dead – INGEDE Symposium in Munich page 2

INGEDE Member News (for members only)
Statistics (for members only)



INGEDE Board members from left to right: Johann Oberndorfer, Alejandro Rodríguez, Ulrich Höke, Thomas Krauthauf, Volker Gehr, Peter Hengesbach, Manfred Geistbeck, Stefan Endras

Missing on the picture: Anne-Katrin Klar, Thomas Reibelt

INGEDE wählt neuen Vorstand

Dr. Ulrich Höke scheidet nach 13 Jahren aus Altersgründen aus dem Amt

Dr. Thomas Krauthauf, verantwortlich für den Bereich Business Development bei UPM in Ettringen und Schongau, löst **Dr. Ulrich Höke** an der Spitze der INGEDE ab. Höke, der im Januar das 65. Lebensjahr vollendete und im Juni 2016 aus dem aktiven Dienst als Geschäftsführer der Stora Enso Sachsen GmbH ausscheidet, stellte sich nicht mehr zur Wahl. Der **neue Vorstand** der INGEDE setzt sich zusammen aus:

Stefan Endras, Utzenstorf Papier (CH))
Dr. Volker Gehr, Steinbeis Papier (DE),
Dr. Thomas Krauthauf, UPM (DE),
Dr. Johann Oberndorfer, UPM (DE),
Thomas Reibelt, Norske Skog (AT) und
Alejandro Rodríguez, Holmen Paper (ES).

Als Leiter der Arbeitsgruppen innerhalb

der INGEDE gehören zum erweiterten Vorstand:

Manfred Geistbeck, UPM (DE),
Peter Hengesbach, Stora Enso (DE)
Anne-Katrin Klar, SCA Hygiene (DE).

Zum Vorsitzenden des Vorstands wurde Dr. Thomas Krauthauf gewählt, sein Stellvertreter ist Stefan Endras.

Unter Dr. Ulrich Höke entwickelte sich die INGEDE seit seiner erstmaligen Wahl im Jahr 2003 hin zu einer weltweit anerkannten Institution in der Wertschöpfungskette Papier. Von 2010 bis 2012 war Höke auch Vorsitzender des **Europäischen Altpapierrats (ERPC)**. Auf der Basis der INGEDE-Methoden verabschiedete der ERPC unter anderem **Bewertungskriterien für die Rezyklierbarkeit von Druckprodukten**, die Eingang fanden in zahlreiche nationale Umweltzeichen bis hin zum Europäischen Umweltzeichen für Druckprodukte.

Mehr als drei Millionen Euro in die Forschung investiert

Die INGEDE koordiniert Forschungsprojekte, die den Interessen aller Mitglieder dienen. Unter Hökes Führung wurden seit 2003 Projekte mit einem Auftragsvolumen von mehr als drei Millionen Euro gestartet.

Über die reine Forschungsarbeit hinaus hat die INGEDE inzwischen insgesamt 17 „**INGEDE-Methoden**“ entwickelt, die als **objektive Standards** bei der Beurteilung der Qualität von Altpapier, von Papier- und Stoffeigenschaften oder der Rezyklierbarkeit von Druckprodukten breite Anwendung finden.

Axel Fischer

Print is not dead – INGEDE Symposium in Munich

“The world’s most powerful ad man comes out in favour of print!” With this and more statements Martyn Eustace of Two Sides, UK, underlined his view that print media have enough advantages versus electronic media to survive the challenges of tv and internet. Eustace presented innovative print ads such as the campaign of a sunscreen manufacturer who had a removable paper wristband in his ad, attached to it a chip to be used to track children on the beach. The corresponding smartphone app signals when the kid leaves a preset distance, also allowing the caring parent to track the “lost” offspring.

Another gimmick not to be transported by any other form of media was mosquito prevention via newspaper and bus-station posters. One of Sri Lanka’s most widely-read newspapers, wanted to support World Health Day. They picked dengue fever – a big problem in Sri Lanka with more than 16,000 cases reported in 2013. The disease is spread by mosquitoes who

dislike citronella. The ink for the newspaper was mixed with citronella, so reading the newspaper in the morning or evening, when mosquitoes were most active, protected the readers; also the advertisement at the bus station.

Other examples of messages to be delivered via print only were even more tricky, a cat litter mailing campaign that used cards impregnated with catnip to attract the target within the household, or a calendar impregnated with germs that, put in water, develop into some household cleaning agent broth. Eustace’s message: Print has a bright future, with print media being most sustainable – all you need is the right idea to make proper use of it.

Eustace also reminded of the anti-print and paper messages that surround us, starting with insurance and telecom companies wanting to save postage. Here Two Sides leads an ongoing campaign of educational work, demanding proof if a bank (falsely) claims that its

statements sent via e-mail shall be more sustainable than printed ones. “These messages need to be strongly countered.” Eustace pointed at the Two Sides website where numerous myths are revealed and facts are presented in a simple, easy-to-read way.

Further presentations at the INGEDE Symposium illustrated the EU Circular Economy Proposal and related activities of CEPI (Ulrich Leberle, CEPI), or the assessment and development of easyrecyclable printing material in Japan (Shisei Goto, Nippon Paper). The outcome of the recent INGEDE Project “Development of a method for the evaluation of the hydrodispersible character of adhesives” was explained by Thierry Delagoutte (CTP). More about these and other presentation in the next issue of INGEDE News; the presentations will also be available on *INGEDE’s website* soon.

Axel Fischer

Boosting the Circular Economy: European project to promote separate paper collection launched

- IMPACTPapeRec is a European project to further increase the separate collection of paper for recycling and promote appropriate schemes to avoid landfilling and incineration.
- A best practice handbook will be developed to support the different EU regions in the implementation of best collection procedures.

IMPACTPapeRec started on 1 February 2016 for a period of two years and is financed by the European Union Horizon 2020 programme. It has evolved from a commitment on separate paper collection in the European Innovation Partnership on Raw Materials.

36 experts from eight countries representing research institutes, municipalities, obliged producers, paper industry and NGOs gathered in Valencia, Spain, to kick off the project and plan the activities for the next few months.

The project focuses on countries with below average paper recycling rates such as Bulgaria, Poland and Romania as well as countries where paper from

households, small shops and offices is often collected in a commingled stream with other recyclables like in France and the UK. The participants started discussing the existing schemes as well as indicators to define best practice separate collection schemes.

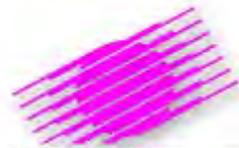
Antonio Dobon from the project coordinator ITENE said: "We are very excited about the start of the project. It comes at a time when the European Commission presented its proposal for a Circular Economy stressing the importance of separate collection. With this project we will work to reach the recycling targets in those territories that are below the average. We will also seek for Paper for Recycling collection practices that allow reach both environmental and economic benefits. For doing so, we will define these best practices and spread them widely in Europe so that other municipalities can adopt them".

IMPACTPapeRec is a consortium of 19 partners from 8 countries, i.e. Austria, Belgium, Bulgaria, France, Germany,

Poland, Romania and Spain. IMPACTPapeRec aims to put Europe at the forefront of paper for recycling (PFR) collection by providing an innovative and common knowledge platform. The innovative approach of the defined participatory strategy is based on the real engagement of the whole paper value chain including research, industry, policies, standards, municipalities and citizens.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690182





February 2016

